ASSESSING AFM GAMBLING PROGRAMS AND SERVICES

- A *QUANTITATIVE* Survey of Former Clients -

Submitted to:

ADDICTIONS FOUNDATION OF MANITOBA

Addictions Foundation of Manitoba

April 1999

PROBE RESEARCH INC.

100-03322/

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Quantitative Survey Instrument

EXECUTIVE SUMMARY

The AFM has undertaken research among individuals with past involvement in gambling services to attain feedback of specific aspects of this program and determine the extent to which client needs have been addressed. This research project employed three distinct, but complementary methodologies. This report deals with the findings of the final, quantitative component of the research project. The previous methodologies involved qualitative research in the form of two focus groups among 15 affected individuals and in-person and telephone depth interviews among 20 problem gamblers. The findings of the qualitative phase of the research are contained in a separate report.

The quantitative study involved telephone interviews with 151 former gambling clients. Four specific client groups participated in the research:

1. Problem gamblers who received one or two counselling sessions, but no longer receive AFM services.
2. Problem gamblers who received three or more counselling sessions, but no longer receive AFM services.
3. Affected clients who no longer receive AFM services.
4. Clients who have attended the AFM Family Program and no longer receive AFM services.

With nearly one hundred carefully considered aided and unaided survey items, this quantitative examination of the views, attitudes and behaviours of former clients of the Addictions Foundation of Manitoba (AFM) provides critical insights into the Gambling Services programs offered by this organization. Examining this material in conjunction with the complementary qualitative analysis of former clients will allow AFM administrators to assess program and organizational strengths and deficiencies while considering the implementation of strategic adaptations and other avenues of reform that are supported by former clients.

A Model of Support

The evolution of the AFM's Gambling Services programs to date have clearly occurred in a climate characterized by an insightful understanding of client needs. Programs singled out for high-praise by respondents, in many ways, present themselves as efficient and productive models of support.

Serving as perhaps the ultimate test of perceived program efficacy, the bulk of these former Gambling Services clients would enthusiastically recommend programs such as the ones they attended to others with similar needs and most of these past clients would themselves turn again to these AFM programs should the need arise. Equally impressive is the survey finding that a solid majority of these former clients attribute AFM efforts to an enhancement of their overall quality of life. Furthermore, the more AFM sessions attended, the more likely respondents are to report that specific dimensions of their quality of life have improved. Former clients offer additional credit to the AFM for specific improvements in areas such as self-esteem, the strengthening of interpersonal relationships and positively influencing financial issues. Higher praise for the success of the AFM in addressing its larger *raison d'etre* would be difficult to achieve.

There is a strong perception among former clients that the AFM's gambling programs are well organized, a view perhaps bolstered by clients' direct experiences with program operations. Most clients, for example, enjoyed a speedy response to their request for program admission and, regardless of the number of sessions attended, the bulk of these respondents felt the setting, type of session offered and schedule for these services were appropriate for their needs.

AFM's Gambling Services Counsellors were also singled out by former clients for their exceptional quality of service. Whether they had met their Counsellor on one or several occasions, a majority of these respondents provided the highest performance rating available to these front-line service providers with virtually all of the remaining respondents holding Counsellors in only slightly lower esteem. So impressed were most former clients that relatively few could offer any suggestions for Counsellor improvement and many who were willing to

provide suggestions offered only encouragement to these individuals to "keep up the good work". Clearly, AFM Gambling service Counsellors should be regarded as critical program assets.

Facing Challenges

Despite what can only be described as remarkably upbeat client assessments of various critical dimensions of the AFM's Gambling Services programs, there are several areas deserving of the attention of program administrators and strategists. Recognizing that pleasing "all of the people all of the time" is difficult, if not unrealistic, it is important to acknowledge potential program deficiencies and, where possible, to implement change. Along these lines, the notion of universal success where all former clients are essentially "cured" of their addictions is equally unrealizable although focusing on gaps between ideal and actual outcomes is highly instructive.

The stated research objective of determining why AFM clients stop attending Gambling Services sessions has been addressed, although the answer provided by the research participants is complex and nuanced. In short, there is no single reason participants stop AFM sessions and no single action that the AFM can take that will significantly extend the number of sessions clients attend or markedly advance the goal of harm reduction. However, there are several areas where the AFM can adjust its practices and service options to address outstanding issues.

The presence of residual needs among these former clients provides perhaps the most telling evidence of opportunities for improvement to Gambling Services. Approximately one-half of respondents concede they continue to grapple with gambling issues in their lives. Add to this thematically consistent findings showing that between one-quarter and one-third of former clients suggest that their programs ended "too abruptly", that they were uncomfortable ending their sessions when they did and their perception at the time of program termination that the AFM could have done more for them.

As noted above, former clients generally applaud the AFM's efforts to design relevant and accessible Gambling Services sessions. Despite this broad satisfaction with these matters of

delivery and program logistics, many respondents suggest that Gambling Services should be provided in a setting separate and distinct from those offered to those suffering from addictions to drugs or alcohol. The suggestion for separate services was most strongly supported by those who attended only one or two AFM sessions. This is an area deserving of some deliberation by AFM administrators.

That fact that many former clients regard these Gambling Services as a "starting point" rather than a long-term solution to gambling problems will have to be contemplated in the context of the AFM's current and evolving mandate. If, indeed, this image is incongruent with the larger goals and objectives of these programs then steps can and should be taken to reposition these services as something more than a stepping-stone to other programs and organizations. To this end, care will have to be taken to address the significant confusion that presently exists with respect to the organizational differentiation between the AFM and Gamblers Anonymous and the clear demand for the development of some aspect of service similar to Gamblers Anonymous.

Some of the most strongly felt and consistently articulated concerns of former clients centre upon a demand for post-program support. Relatively few of these former clients claim to have received any follow-up contact or monitoring by the AFM even though this is a service feature which would be warmly welcomed by these former clients. Future program innovations must carefully consider the costs, benefits and clinical efficacy of developing regular client follow-up procedures as program features, especially in light of this clearly expressed demand.

There are conspicuous opportunities for the AFM to present current and revised program components and objectives in future promotional efforts. Presently most former clients feel there is a need to step-up publicity efforts to ensure those who need these services are able to access them - a finding echoed in the qualitative research.

1.0 BACKGROUND AND RESEARCH OBJECTIVES

Probe Research Inc. was selected through a competitive bid process to conduct research on behalf of the Addictions Foundation of Manitoba (AFM) concerning perceptions among former gambling clients as to programs offered by the AFM. The specific objectives of this research project were:

- To identify the extent to which the AFM met or did not meet the gambling related needs of clients.
- To identify the reasons associated with the termination or completion of counselling.
- To determine perceptions of the success of the AFM in its attempts to eliminate or reduce the harmful effects of problem gambling and to assist clients in achieving and maintaining stable and healthy lifestyles.
- To identify ongoing treatment or support needs of the clients.
- To identify the means by which the AFM may enhance or modify gambling treatment services for Problem Gamblers and those affected by gambling addictions.

To qualify for involvement in this research project, respondents must have participated in at least one of a continuum of rehabilitation programs offered by the Addictions Foundation of Manitoba in the three regions of: Winnipeg, Western and Northern Manitoba. Four specific client groups participated in the research:

1. Problem Gamblers who received one or two counselling sessions, but no longer receive AFM services.

2. Problem Gamblers who received three or more counselling sessions, but no longer receive AFM services.

3. Affected Clients who no longer receive AFM services.

4. Clients who have attended the AFM Family Program and no longer receive AFM services.

2.0 METHODOLOGY

This research project employed three distinct but complementary methodologies. This report deals with the findings of the final, quantitative component of the research project. The previous methodologies involved qualitative research in the form of two focus groups among 15 affected individuals and in-person and telephone depth interviews among 20 problem gamblers. The findings of the qualitative phase of the research project are contained in a separate report to the AFM. The findings of the qualitative research were used to refine the design of the quantitative research and provide insight into the findings contained in this report.

Two primary considerations influenced the AFM decision as to who would be contacted to participate in the research and the research methods used in this study. The first consideration was to safeguard the confidentiality of potential project participants and to contact only as many AFM clients as necessary to meet the objectives of the research. Consequently, the number of completed interviews for the quantitative research is necessarily limited to 151 individuals.

The second consideration was the need to enhance compliance with the request for participation among a limited group of respondents. To achieve this objective a letter of introduction was sent from the AFM to potential survey participants explaining the purpose of the research and introducing Probe Research Inc. Furthermore, as many as 12 attempts were made to contact unresponsive telephone numbers.

This Manitoba-wide survey was designed by Probe Research Inc. in consultation with representatives of the AFM. Telephone surveys were conducted by interviewers specially trained for this project and occurred between Thursday March 18th and Wednesday, March 24th, 1999.

The findings discussed in this report are the product of a quantitative research exercise among 151 former AFM clients representing participants from the target populations of gambling addicted and affected individuals. Utilizing a finite population correction calculation, a sample of 151 respondents from a client population of approximately 1100 individuals has a margin of

error of ±7.4, 19 times out of 20. The margin of error is higher among survey sub-populations. Due to issues concerning sample selection, the extent to which the findings contained in this report may not be proportionately representative of the demographic characteristics, opinions and behaviours of the larger population of AFM clients. No statistical weighting has been applied to the findings.

A copy of the survey instrument is located in the Appendix.

PROFILE OF RESPONDENTS - Percent of Respondents -			
	Total	**Gamblers**	**Affected Clients**
(Base)	(151) (%)	(92) (%)	(59) (%)
GENDER:			
Male	44	59	22
Female	56	41	78
AGE:			
18-34	26	32	17
35-54	58	58	59
55+	16	11	24
EDUCATION:			
High School or Less	48	55	36
Some Post-Sec.	33	30	37
Univ. Grad	19	14	27
FAMILY INCOME:			
<$30K	29	25	36
$30-60K	40	43	34
$60K+	24	26	20
TYPE OF COUNSELLING:			
Individual	61	66	53
Group	52	47	61
Info	17	15	19

PROFILE OF RESPONDENTS - Percent of Respondents - (continued)			
	Total	**Gamblers**	**Affected Clients**
(Base)	(151) (%)	(92) (%)	(59) (%)
MONTHLY GAMBLING EXPENDITURES:			
None	34	34	n/a
<$50	34	34	n/a
$50+	33	33	n/a
SESSIONS:			
1	30	22	42
2	21	17	25
3-5	24	34	8
6+	26	27	24

AFM Session Attendance and Client Demographic Profile

Figure 1

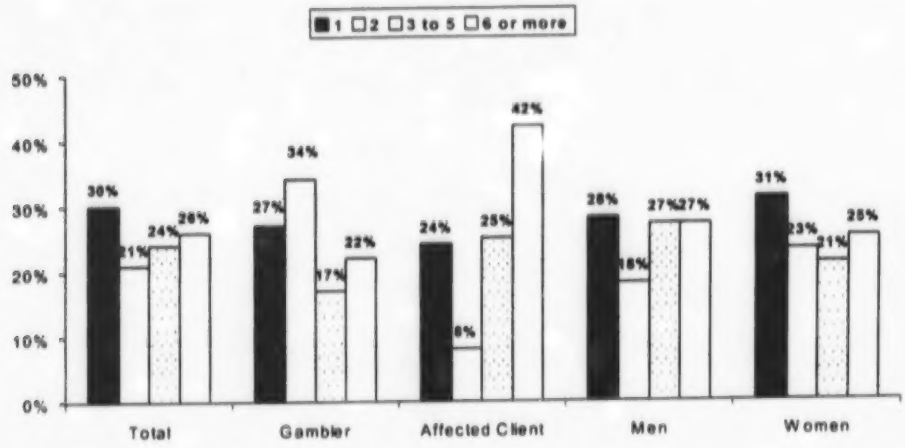
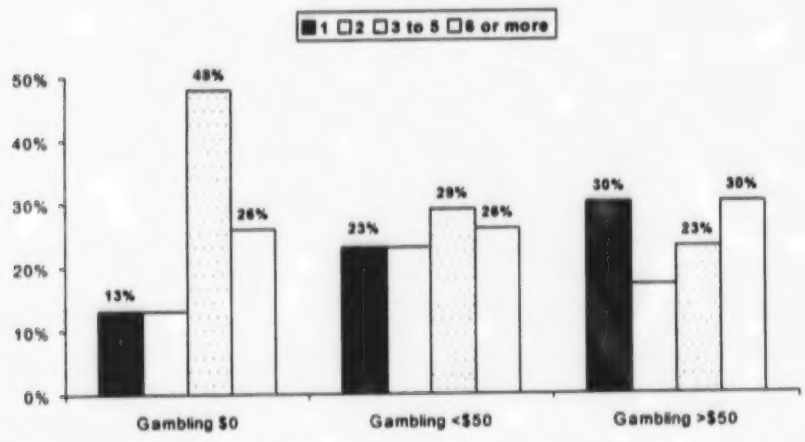


Figure 2



3.0 RESEARCH RESULTS

The findings are presented in a manner that approximates the chronology of events and perceptions associated with identifying the need for AFM services through to the possible conclusion of the AFM client relationship. The first of 12 sub-sections in this portion of the report describes the extent and nature of attempts to address gambling related issues which respondents may have undertaken prior to contacting the AFM. The subsequent two sections detail respondent awareness of the AFM, motivations for attending, expectations and the interval between the decision to seek help and the receipt of service. The fourth section examines dimensions of the disclosure of AFM involvement to others and the extent to which social stigma is associated with acknowledging and addressing gambling issues. The next two sections assess AFM program features, personnel and facility considerations associated with service. The seventh section evaluates the extent to which AFM has successfully addressed the gambling related needs of respondents. The two subsequent sections examine the circumstances for concluding AFM Gambling Services sessions and the existence of barriers which may influence the future relationship between clients and the AFM. The tenth section evaluates the institutional image of the AFM in the wake of service provision. The concluding two sections measure the perception of the AFM as a potential future Gambling Services provider and describes the extent to which respondents desire an extension of their relationship with the AFM.

3.1 PRE AFM SOURCES OF GAMBLING SUPPORT

Respondents were asked if they had sought any form of help with gambling issues prior to contact with the AFM and, if so, to describe the type of help sought. Although a strong majority of respondents had not sought help from anywhere other than the AFM, those who had looked elsewhere for assistance with gambling issues reported contact with a number of sources.

The findings reveal that the AFM is typically the organization of first resort for its clients. The small proportion of AFM clients who looked to other avenues of support before going to the AFM tended to look to Gamblers Anonymous for these services.

AFM Alternatives

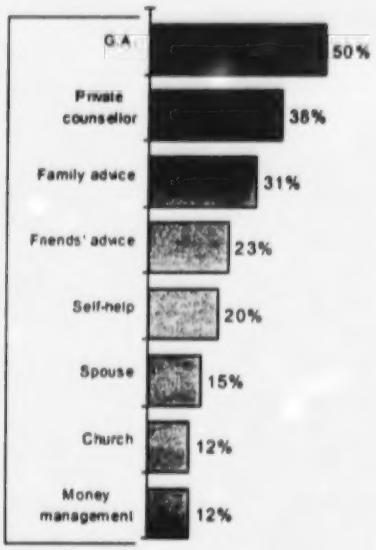
Seventeen percent of respondents indicated that they had looked elsewhere for help with gambling issues prior to their contact with the AFM. Respondents from the AFM Problem Gambler program (22%) were twice as likely to have made an earlier attempt to find help than were affected individuals (10%).

Pre-AFM Gambling Support

- All Respondents -

"Did you seek any form of help with gambling issues prior to contact with The Addictions Foundation?"

"What type?"



There was no obvious relationship between prior help with gambling issues and number of sessions attended. Research participants attending either a single session or more than 6 sessions were equally likely to report having sought help with gambling issues prior to contacting the AFM (22% and 21% respectively).

The comparatively small number of respondents who sought help with gambling issues prior to contact with the AFM report interacting with a variety of sources, often using multiple avenues of assistance. Fully one-half of respondents had sought help through "Gamblers Anonymous" (50%), while others reported speaking with a "private Counsellor or psychologist" (38%) and nearly as many looked to their "family" for assistance. Sources of help mentioned less frequently included: "friends" (23%), "spouses" (15%), "church/clergy" (12%), "money management courses" (12%), and "books and videos" (12%).

3.2 AFM AWARENESS, ATTENDANCE INFLUENCES, AND EXPECTATIONS

Former AFM clients were presented with several lines of enquiry to uncover the origins of the AFM client relationship. This portion of the research detailed sources of AFM awareness and third party influences on the client/AFM relationship. Client expectations toward AFM Gambling Services were also explored here.

The research findings reveal that awareness of AFM Gambling Services is attained through a variety of channels. Sources of awareness are associated with gambling activity, as well as visibility to the larger community via television. The comparatively high incidence of "word-of-mouth" awareness suggests that the AFM has a place in the collective mind of the community. With respect to the actual decision to attend the AFM, a majority of respondents claim that the decision was primarily their own. Those who were influenced by others to attend most often cite the urging of their spouse or family members in their decision.

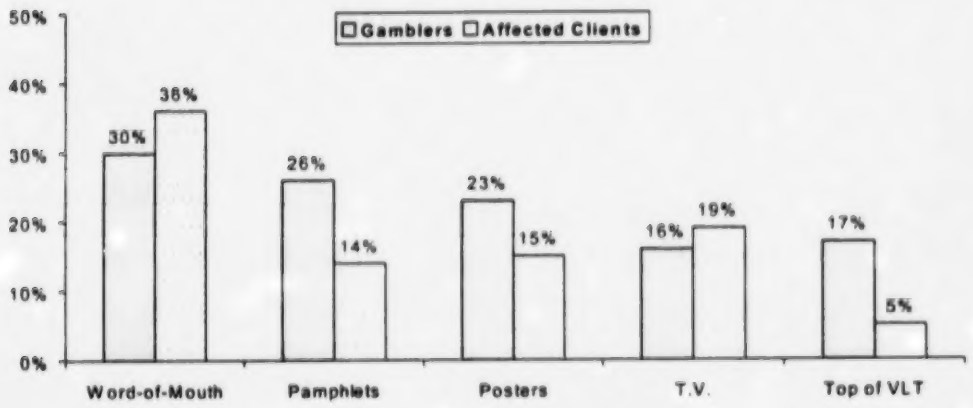
Once the decision to attend the AFM had been reached most clients were optimistic that the AFM would supply the kind of help being sought. High expectations of help with central issues of gambling were also evident. Three-quarters or more of respondents expected the AFM to listen, encourage and support, dispel isolation, and understand the nature of the addiction. Problem Gamblers also had high expectations that the AFM would help in reducing or eliminating gambling activity.

Awareness of AFM

When asked where they had first heard of AFM Gambling Services, respondents reported a variety of sources. "Word-of-mouth" via family and friends was mentioned by one third of respondents (32%), while "pamphlets" (21%), "posters" (20%), "television" (17%) and the "top of the VLT" (13%) were each mentioned with some frequency.

Source of AFM Gambling Awareness

"Could you please tell me where you first heard of AFM Gambling Services?"



In addition to reporting a greater number of sources of AFM awareness, Problem Gamblers differed to some extent from affected individuals in terms of sources of AFM awareness. Problem Gamblers were more likely to become aware of AFM Gambling Services from communications vehicles positioned within gambling venues, such as: "pamphlets" (26% versus 14% among affected individuals), "posters" (23% versus 15% among affected individuals) and particularly the "top of the VLT" (17% versus 5% among affected individuals).

Those who attended 1 or 2 sessions are twice as likely as those who attended 3 or more sessions to have become aware of AFM Gambling Services through word-of-mouth (40% for 1 session, 55% for 2 sessions, 19% for 3-5 sessions, 18% for 6 or more sessions).

Interesting variations also occurred across other sub-populations with respect to awareness of AFM Gambling Services. Awareness through posters declines as respondents age (26% among those aged 18-34 years, 20% for 35-54 years, and 8% for 55 years and older). Conversely awareness through television rises with age (13% among those aged 18-34 years, 17% for 35-54 years, and 25% for 55 years and older).

Attendance Influences

One third of respondents (32%) report being influenced by others to seek support from the AFM. There appears to be a slight tendency for Problem Gamblers to be subject to the influence of others (35% versus 29% for affected clients), as there does for younger AFM clients (38% among 18-34 years of age falling to 25% for those aged 55 years and older). Those who attended six or more sessions were less likely than those attending fewer sessions to suggest their decision to attend the AFM was influenced by others (21%).

Fully one-half (51%) of those who say they were influenced by someone else to attend the AFM point to their "spouse" and a further 6 percent mention their "girlfriend" or "boyfriend". "Parents" (10%), "siblings" (6%) and "other family" (18%) constitute the next largest group of

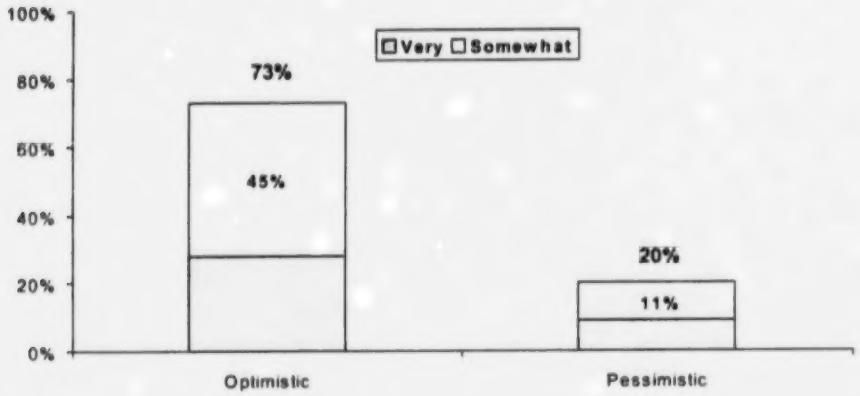
influential individuals, while "boss/work" (12%) and "marriage Counsellor" (4%) were other sources of influence among this comparatively small group of research participants.

Client Expectations

Regardless of influences, once the decision to seek AFM services had been made, 73 percent of respondents were optimistic (28% very optimistic, 45% somewhat optimistic) that the AFM would provide them with the type of help they were seeking. Twenty percent of respondents were pessimistic (9% very pessimistic, 11% somewhat pessimistic), while seven percent had no expectations. There was no discernable relationship between optimism upon contacting the AFM and the number of sessions attended.

Expectations Regarding AFM Outcomes

"Now I'd like you to think back to the time after you decided to attend the Addictions Foundation Gambling Services but just before you began to actually receive these services. Would you say that you were generally optimistic or pessimistic that the Addictions Foundation would be able to provide you with the type of help you were seeking?"



Affected clients were read a rotated list of five gambling related issues and were asked if each represented an area where they expected to receive help from the AFM. Gamblers were read the same list, plus three additional items.

Listening to your concerns – was an area in which 85 percent of clients expected to receive help from the AFM. Although this item was important to all clients, affected clients were most likely to identify this as an area where they expected to receive help (92% versus 82% among Problem Gamblers). This expectation appeared to be slightly higher among those who attended more than two sessions (92% for 3-5 sessions and 90% for 6 or more sessions versus 78% for 1 session and 84% for 2 sessions).

Providing you with encouragement and support – was also an area in which respondents expected the AFM to provide help (85%). In this instance, Problem Gamblers were slightly more expectant of help from the AFM (88% versus 81% among affected clients). There was no discernable relationship between this expectation and the number of sessions attended.

Helping you to feel you are not alone in dealing with gambling issues – was expected to be an area where the AFM would help among more than three quarters of respondents (77%). Anticipated AFM assistance with this dimension of support was significantly higher among women (85% versus 69% for men) and somewhat higher among affected clients (81% versus 75% among Problem Gamblers). There was a slight tendency for this expectation to be held most strongly by those who attended more sessions (73% for 1 session rising to 85% among those who attended 6 or more sessions).

Helping you to understand why people gamble – was regarded as an area in which nearly three quarters (74%) of respondents expected the AFM to provide help. This expectation was held to a somewhat greater extent by affected clients (80% versus 71% among Problem Gamblers) and male respondents (78% versus 71% among women). Those who attend 6 or more sessions were also more likely to hold this expectation (82%).

Providing advice on how to manage financial issues – was an area where just more than one third of respondents (36%) expected to receive help from the AFM. This expectation was highest among affected clients (44% versus 30% among Problem Gamblers), women (42% versus 28% among men), gamblers who currently spend more than $50 per month on gambling (40% falling to 19% among Problem Gamblers who no longer gamble) and older respondents (42% falling to 31% among those aged 18-34 years). This expectation was slightly higher among those who attended 1 or 2 sessions (40% for 1 session and 48% for 2 sessions).

Asked exclusively of Problem Gamblers, – *bringing your gambling activities down to controllable levels* – was something with which 73 percent of respondents expected the AFM to provide help. This expectation for help was held out primarily by Problem Gamblers who currently spend $50 or more per month on gambling (83% versus 68% for those who no longer gamble or spend less than $50 per month) and female respondents (79% versus 69% among men). This expectation was also high among those who attended 3-5 sessions (87%).

Also asked exclusively of Problem Gamblers – *helping to overcome your gambling problem forever* – was expected to be an area of AFM help among two-thirds of respondents (67%). In contrast to the previous item, this expectation was most pronounced among those with the lowest current levels of monthly gambling spending (71% among those who do not gamble, falling to 63% among those who spend $50 or more per month). Women were also more likely to have anticipated help in this area (74% versus 63% among men). There is a slight indication that those who attended a single AFM session were less likely to hold this expectation (60%).

A final item asked exclusively of Problem Gamblers, – *reducing the pressure from other people to do something about your gambling* – was an area with which one-third of respondents (39%) expected the AFM to provide help. This expectation was lowest among those who currently spend more than $50 per month on gambling (23%, versus 45% among those who do not gamble and 48% among those spending less than $50 per month). This expectation was most evident among those who attended 3-5 AFM sessions (58%).

3.3 PROGRAM CONTACT

Former AFM clients were asked to estimate the length of time between first thinking that they might need or want AFM Gambling Services and their contact with the AFM. A subsequent item tested the length of time which the AFM took to respond to the request for assistance.

A majority of respondents report acting swiftly once they had recognized that they may need or want assistance from the AFM with gambling issues, with more than one-half of these individuals saying they sought help within one week. Moreover, the AFM was comparatively fast in its response to requests for service with three quarters of respondents receiving service within one week of their initial contact. However, the findings also reveal that a significant portion of respondents, particularly those who continue to gamble, are likely to have postponed making contact with the AFM even after first recognizing the need for assistance.

Desire for AFM Assistance and Period of Deliberation

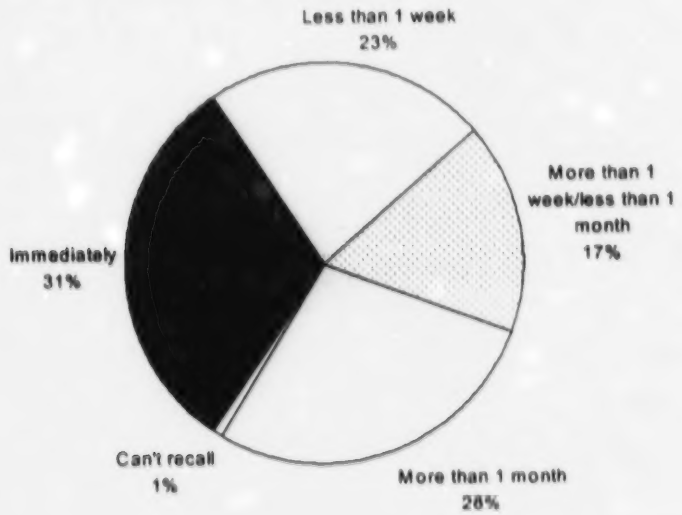
Nearly one third of respondents (31%) said they contacted the AFM "immediately" after thinking they might need or want AFM services, while a further 23 percent said they acted "within one week". Importantly, 28 percent of respondents delayed making contact for "more than one month" after first realizing they may have a need for AFM services.

Problem Gamblers (58% versus 47% among affected clients) were more likely to have contacted the AFM in less than a week, as were women (59% versus 47% among men) and those with the lowest level of current gambling activity (68% falling to 44% among those currently spending $50 or more per month on gambling). Those who were most inclined to delay seeking help from the AFM included men (33% versus 24% among women) and those who currently spend $50 or more each month on gambling (40%).

There appears to be a slight tendency for those who attended a greater number of sessions to have waited one month or longer between this recognition of gambling issues and contacting the AFM (24% for 1 session rising to 33% among those who attended 6 or more sessions).

AFM Deliberation Interval

"After you first thought you might need or want assistance from the Addictions Foundation Gambling Services, how long was it before you actually attempted to contact the Addictions Foundation?"

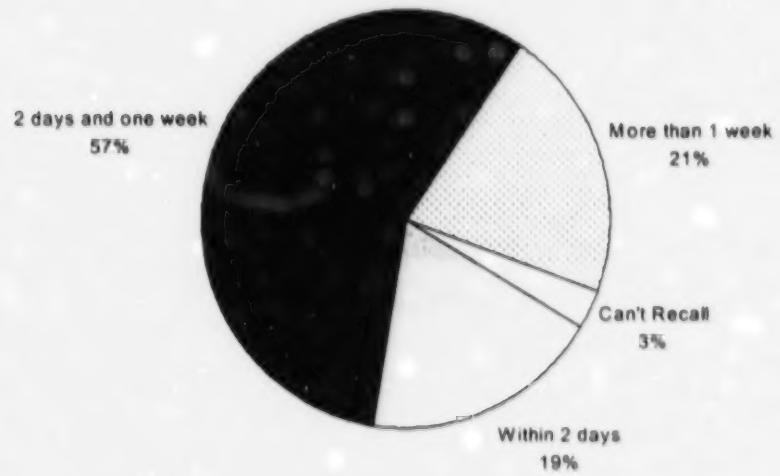


Interval Between Contact and Service Provision

Seventy-six percent of respondents said they received AFM services "within one week" of making contact (19% within two days, 57% within one week). Problem Gamblers were more likely to report that they had received services within one week of contacting the AFM (82% versus 66% among affected clients). Respondents who attended between 3 and 5 sessions were somewhat more likely to have received AFM services within one week of making contact (91%).

AFM Support Response Interval

"And what was the length of time between your initial contact with the Addictions Foundation to request services and the date that you actually began to receive these services?"



3.4 DISCLOSURE AND SOCIAL STIGMA

Respondents were presented with a series of items enquiring as to third party awareness of their relationship with the AFM and the extent to which AFM involvement may have been concealed from friends, family and associates. This line of enquiry also revealed the extent to which social stigma may have contributed to the conclusion of AFM sessions.

The findings reveal that one in ten respondents did not disclose their AFM involvement to anyone, while nearly a quarter of respondents concealed their involvement from a few, if not all, of the people in their lives. Typically, those who chose to conceal their AFM involvement withheld this knowledge from a number of people. Friends, some family members and employers were frequently mentioned as not being privy to this information. Embarrassment and shame were the most common reasons for concealing AFM involvement, while several respondents offered that others would not understand their situation. However, comparatively few respondents indicate that the need to conceal their AFM involvement was a factor in their decision to end their AFM involvement.

Third Party Awareness of AFM Involvement

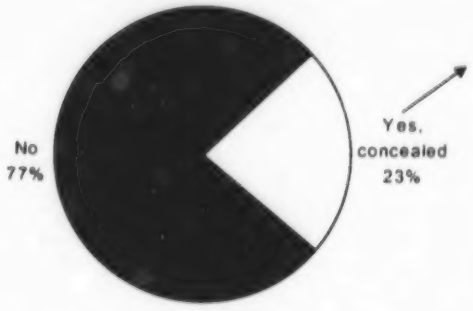
Only nine percent of all respondents indicated that no one else was aware of their attendance at AFM. Lower income (16% of those with household incomes below $30,000), middle-aged respondents (14% among those aged 35-54 years), men (13%), less educated respondents (13% for those with a High School education or less) and those who continue to gamble (13%) were all slightly more inclined to not disclose their AFM involvement to anyone. None of the respondents who attended 6 or more sessions indicated that no one else knew of their AFM involvement.

Nearly one in four respondents (23%) indicated that they concealed their AFM involvement from someone. Those who concealed their AFM involvement, tend to include several people on their list. More than one-half the respondents withheld knowledge of their AFM involvement from

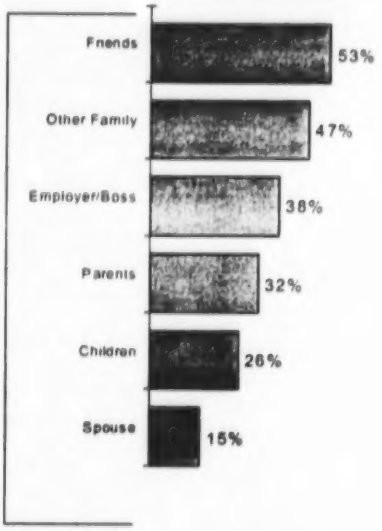
"friends" (53%), while nearly as many kept this information from some "family members" (47%). "Employers" (38%), "parents" (32%), "children" (26%) and "spouses" (15%) were among those who were also not aware of the respondents AFM involvement. There was a very slight tendency for respondents who attended 3-5 sessions to be more likely to conceal their AFM involvement from someone (28%).

Disclosure of AFM Involvement

"Did you conceal your attendance at the Addictions Foundation gambling sessions from anyone in particular?"



"Who did you conceal this from?"
- Total Mentions -



Reasons for Concealing AFM Involvement

Most respondents indicate "embarrassment" or "shame" (59%) as the primary reason for concealing AFM involvement, while many respondents stated that they simply did not want others to know (56%). Fear was a theme associated with many other reasons for concealing

AFM involvement. Twenty-nine percent were afraid "others would not understand", 15 percent were "afraid of losing trust", 12 percent were "afraid of losing their job" and nine percent thought their "finances would be threatened".

Concealment and the AFM Relationship

Of respondents who indicated that they concealed their AFM involvement from others, 15 percent stated that this situation prevented them from attending more AFM sessions, while a further six percent felt this may have been a factor.

3.5 PROGRAM DIMENSIONS AND PERSONNEL

Selected dimensions of AFM Gambling Services unrelated to program content were presented to former clients for their assessment. A subsequent line of enquiry asked respondents to assess their Counsellors and provided the opportunity for clients to offer advice to these session leaders.

Many respondents received AFM support in various session settings, including: individual counselling, group discussions or information sessions. A majority of respondents have attended both individual and group counselling at the AFM. Regardless of the counselling setting, most respondents indicated that they were comfortable with the type of support delivery they received. A solid majority of those attending group sessions additionally stated that they found the number of participants in the group to be appropriate for their needs. Strong majorities of respondents also indicated they were comfortable with the dates and times scheduled by the AFM and the length of their sessions. Only a small proportion of respondents felt burdened by the paperwork required by the AFM, that the questions asked by the AFM were too personal, or that Counsellors were not providing enough answers. However, respondents were divided as to whether the AFM should offer Gambling Services in the same setting as treatment for other addictions.

Counsellors were very favourably evaluated by respondents. More than one-half of respondents gave these professionals the highest rating on the survey scale, while nearly as many respondents opted for the next most favourable option. Client enthusiasm about Counsellors did not translate into a curiosity as to the possible addictions of Counsellors themselves, or a concern to know of their professional qualifications. There appeared to be a reluctance to tamper with the role or approach of Counsellors. Indeed, most advice from respondents to Counsellors came in the form of encouragement.

Comfort with Session Type and Group Size

Most AFM clients were involved in individual counselling (61%), while just over one-half (52%) attended group sessions and only 17 percent went to information sessions beyond the initial orientation.

Most respondents (71%) felt their main counselling setting was appropriate for their needs. However, 15 percent of respondents would have preferred to move to an individual counselling setting, while slightly fewer (11%) would have preferred a group counselling situation. Satisfaction with the counselling setting was lowest among those who continue to gamble more than $50 per month (57%), as well as among those who attended only two sessions (61% thought this counselling was appropriate versus 75% who attended more sessions).

Four in five respondents (82%) who attended group counselling sessions agreed that the group size was "just right", while 10 percent felt the group was "too big".

Session Scheduling and Duration

A vast majority of respondents (87%) were comfortable with the date and time of their AFM sessions. Scheduling of sessions was least convenient for high income earners (25% for those with annual household incomes in excess of $60,000), respondents who attended a single AFM session (22%) and younger respondents (21% for those aged 18-34 years).

Nine in ten respondents (89%) felt the length of time required for each session was "about right" for their needs. Nearly twice as many of the remaining respondents felt the sessions were "too short" (7%) as opposed to "too long" (3%). Younger respondents (18%), those who continue to spend more than $50 per month on gambling (13%) and men (12%) were slightly more inclined to describe their sessions as too short. The number of sessions attended had no bearing on attitudes toward the length of each session.

Paperwork

Only seventeen percent ("5", "6", "7" on a 7-point scale) of respondents agreed that there was "too much paperwork" at the AFM. Those most likely to take issue with the amount of paperwork were younger respondents (29% for those aged 18-34 years), those who attended comparatively few sessions (24% for 1 session and 26% for 2 sessions versus 6% for 3-5 sessions and 11% for 6 or more sessions), women (23% versus 8% for men), those with less formal education (21% for high school or less).

Questions Asked by the AFM

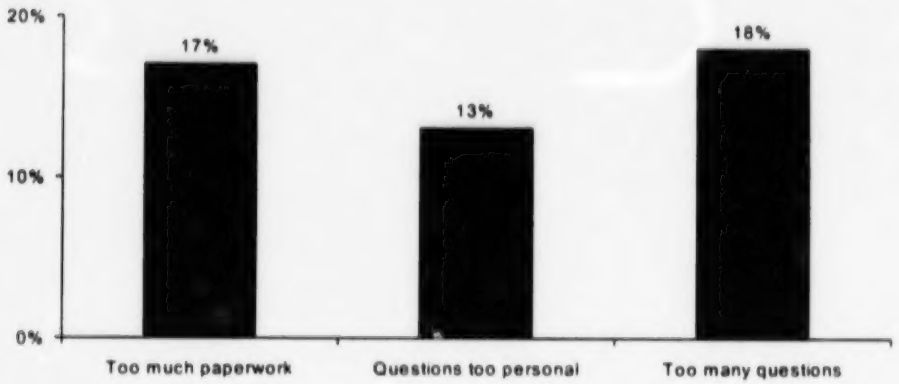
Thirteen percent of respondents felt that some of the questions asked by the AFM were too personal. This outlook was slightly more evident among Problem Gamblers (14% versus 10% among affected clients). This view was also held somewhat more strongly among those who currently spend more than $50 monthly on gambling (19%) and respondents who attended two AFM sessions (26%).

A comparatively small portion of respondents also felt their Counsellor was "asking too many questions and not providing enough answers" (18%). This view was most often held by those who continue to spend more than $50 per month on gambling (30%). Those who attended 6 or more AFM sessions were least likely to think their Counsellor asked too many questions (8%).

Outlook on AFM Information Collection

- Percent Agree ("5", "6", "7" on 7-point scale) -

"The Addictions Foundation requires people to fill out too much paperwork."
"Some of the questions asked by the Addictions Foundation were too personal."
"The counsellor asked too many questions and did not provide enough answers."

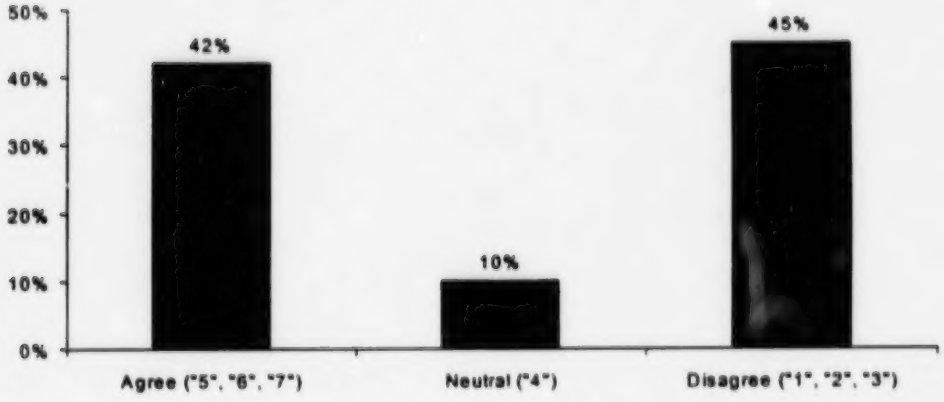


Separation of Addictions Services

On a seven-point scale, respondents were almost evenly split on the question of whether Gambling Services should be held in a separate setting from other AFM programs (45% indicate services should be together, 42% prefer to separate services). Those who attended few AFM sessions (47% for 1 session, 55% for 2 sessions), the less educated (50% for those with high school), men (48%) were most in favour of separating gambling from other addictions.

Client Support for Separating AFM Services

"Problem gambling services should be held in a setting separate from services offered to drug and alcohol addictions."



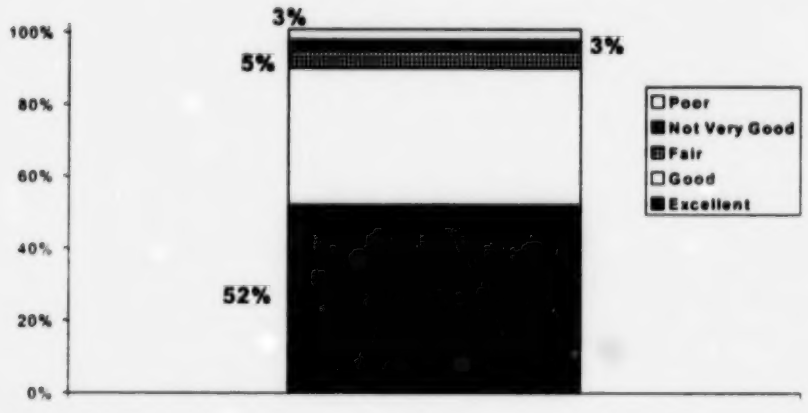
Counsellor Ratings

More than half of respondents (52%) gave their Counsellor an overall rating of "excellent". A further four out of ten (38%) respondents said their Counsellor was "good". Affected clients (54% excellent, 41% good) and women (54% excellent, 40% good) were most effusive in their praise. Only one in ten former clients (11%) said their Counsellor offered "fair, "not very good" or "poor" service. Those currently spending more than $50 per month on gambling (27%) were more likely than all other subgroups to offer negative appraisals of their Counsellors.

Respondents who attended only a single AFM session were less likely to rate their Counsellor at either extreme of the response scale, preferring to rate this person as "good" (58%).

Overall Assessment of AFM Counsellor

"I'd like you to think about the counsellor that provided you with most of the services you received under the Addictions Foundation's Gambling Program and provide an overall rating of that individual. All things considered, how would you rate your counsellor?"

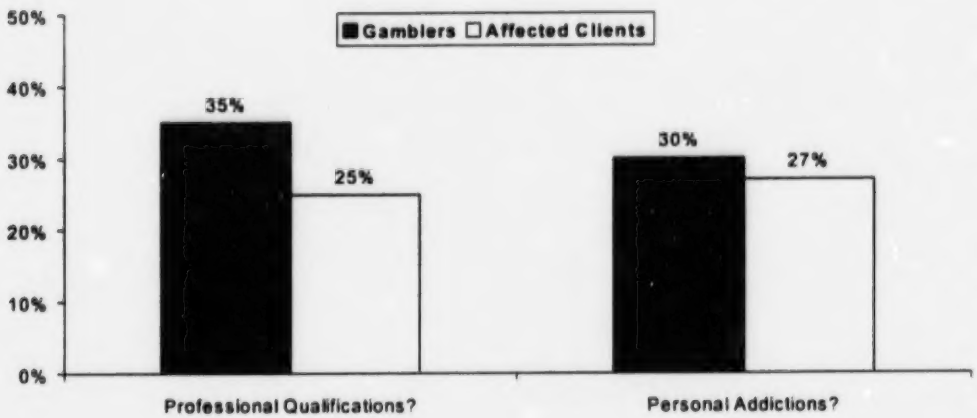


Counsellor's Personal Experience

Three in ten (29% indicating "5", "6", or "7" on a 7-point scale) respondents agreed that they would like to know more about their Counsellor's personal experience with addictions. Younger respondents (44% for those aged 18-34 years) and women (31% versus 24% for men) tended to have a greater interest in this area of their Counsellor's life as did those who attended a single session (42%).

Client Interest in Counsellor's Background
- Percent Agree ("5", "6" or "7" on 7-point scale) -

"I would have liked to have known more about my counsellor's professional qualifications."
"I would have like to have known more about my counsellor's own personal experiences with addictions."



Counsellor's Professional Qualifications

Similar to the findings for the previous item, three in ten respondents were also interested in knowing more about their Counsellor's professional qualifications (31% indicating "5", "6", or "7" on a 7-point scale). Once again, younger respondents (42% for those aged 18-34 years) were

more inclined to show an interest in this aspect of their Counsellor. Problem Gamblers (35% versus 25% among affected clients) have an interest in this aspect of their Counsellor, as do those who attended a single session (40%).

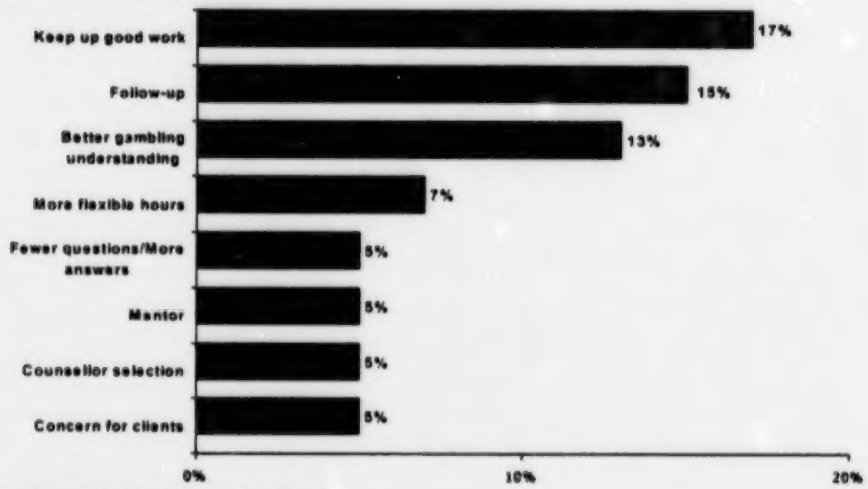
Client Advice to Counsellors

Respondents offered approximately 30 different suggestions for their Counsellors regarding the provision of problem Gambling Services. Other than "keep up the good work" (17%), suggestions to "stay in touch"and "follow-up" (15% combined), and "have a better understanding of gambling" (13%), no other suggestions were mentioned by more than 10 percent of respondents. The suggestion that the AFM follow-up with clients was favoured by affected clients (19% versus 12% among Problem Gamblers), men (18% versus 12% among women) and gamblers who continue to spend more than $50 per month (17%).

Unaided Advice For Improving Counsellor Service

- Total Mentions* -

"What advice could you offer to the Addictions Foundation counsellors that would improve the quality of services they offer in the future?"



*Total mentions will add to more than 100%.

The frequency with which follow up was volunteered varied across number of sessions attended. However, this suggestion was as frequently offered by those who attended 1 session (20%) as attended 6 or more sessions (18%).

Men (18% versus 10% among women) were also more inclined to suggest that Counsellors should develop a better understanding of gambling. This sentiment was not influenced by the number of sessions attended.

3.6 LOCATION AND PHYSICAL AMENITIES

Former clients were asked to assess the location and physical environment where they attended AFM Gambling Services sessions. In addition, respondents were asked to rate the appeal of four hypothetical alternative service sites.

These results reveal high levels of satisfaction among former clients with the convenience of location and their level of comfort with these facilities. Nonetheless, large numbers of the respondents suggest a renovated house or a medical services building would be desirable alternative locations for the delivery of AFM Gambling Services.

Location, Convenience and Comfort

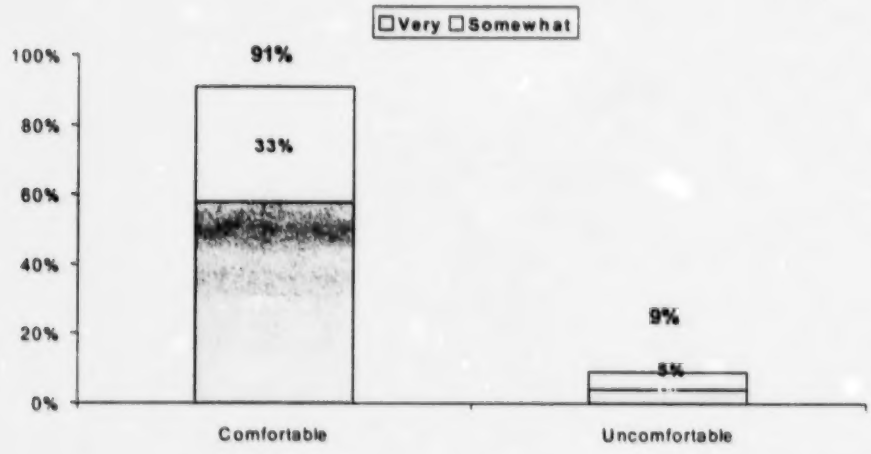
The vast majority of former AFM clients (85%) indicate the location where they received Gambling Services was convenient. Fifteen percent of these respondents did not feel this location was convenient.

In the terms of former clients' assessments of the buildings, rooms and general physical environment of the location on where they received AFM Services, nearly six in ten (58%) said these surroundings were "very comfortable." An additional one in three respondents (33%) offered that the facility where they attended AFM Services was "somewhat comfortable." Only one in ten respondents described their facility as "very" or "somewhat uncomfortable" (9%).

Women were much more likely than men to describe these surroundings as "very comfortable" (67% versus 46%), while there was very little difference in responses to this item across gambler or affected clients and sessions attended by survey sub-groups.

Client Comfort with AFM Facilities

"Now I'd like you to think about the building, rooms and overall environment of the site where you attended the Addictions Foundation Gambling Services. All things considered, were you comfortable or uncomfortable receiving counseling there?"



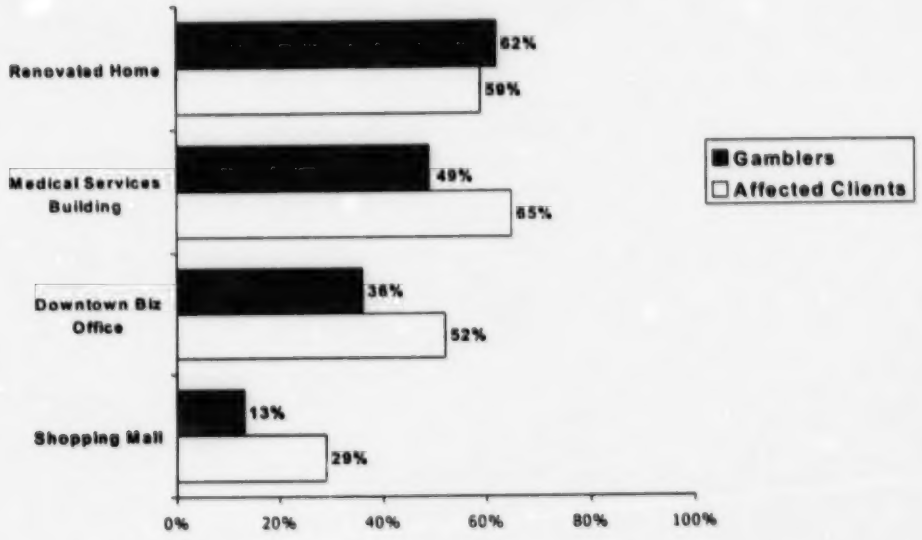
Alternative Service Sites

Former clients were asked to assess the desirability of four possible locations where the AFM may deliver Gambling Services in the future.

Receiving these services in a "Renovated Home" was a preferred alternative location among 61

Client Interest in Alternative AFM Service Sites
- Percent Indicating "5", "6" or "7" on 7-point scale with 7 being 'Ideal Location'-

"I'm going to read you a list of four possible locations for the Addictions Foundation gambling services and for each one I would like you to use a scale of "1" to "7" to rate how this location would suit you personally."



percent of respondents. This suggestion won a strong endorsement from a significant proportion of both gamblers and affected clients (62% versus 59% respectively described this as an "ideal location - "5", "6" or "7" on a 7-point scale). Support for this location was also high among those who currently spend $50 or more each month on gambling (70%) and those who attended six or more AFM sessions (80%).

Relocating to a "Medical Services Building" was also regarded as a viable option for many former clients (56%), especially among affected clients (65% versus 49% among gamblers) and those who attended a single AFM session (65%).

Having these services in a "downtown business office" received a positive endorsement from 42 percent of respondents (52% among affected clients versus 36% among gamblers). More than one-half of those attending 6 or more sessions favoured this option (54%).

The least attractive potential AFM site was a "Shopping Mall." (20%) This was seen as an ideal location by 29 percent of affected clients and only 13 percent of gamblers. There is no discernable influence of the number of sessions or a preference for a shopping mall location.

3.7 MEETING CLIENTS' NEEDS

Former AFM clients were asked to provide a self-assessment of changes to their overall quality of life since beginning AFM Gambling Services as well as rating the impact that the AFM has had upon specific dimensions of their current quality of life. Moreover, former clients provided an appraisal of the effectiveness of AFM services on key service fronts, while also looking at residual needs and continued participation in gambling activities.

The findings below reveal that large numbers of former clients attribute AFM efforts to an improvement in their overall quality of life, as well as some specific dimensions of their present well being. Similarly, former clients credit the AFM gambling program for successfully addressing many of their specific life management and emotional needs. Some cause for pause, however, is warranted by the significant proportions of our sample of gamblers and affected clients alike who report they are still struggling with some gambling issues in their lives. Furthermore, one-third of these former gambling clients continue to report high levels of gambling activity.

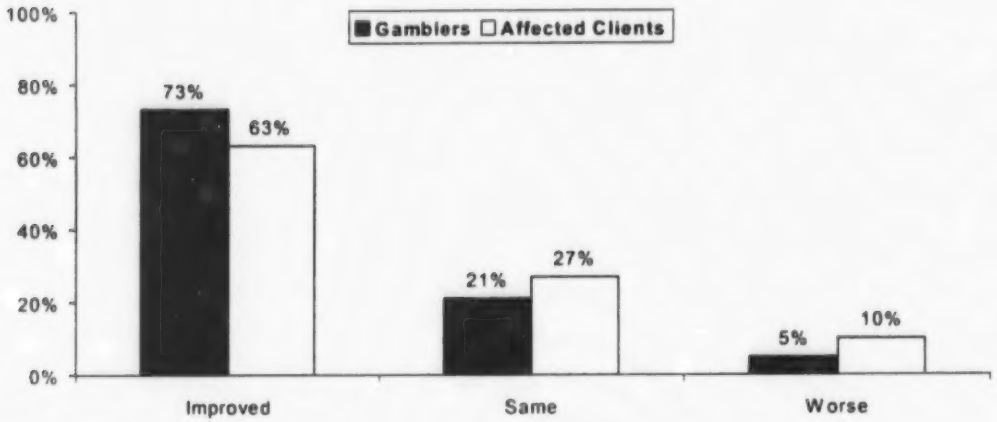
Post AFM Quality of Life

A strong majority (69%) of respondents have recently improved their personal circumstances. Nearly three-quarters of gamblers (73%) and more than six in ten affected clients (63%) agree that their overall quality of life has improved since they first made contact with the AFM's Gambling Services.

This figure compares with around one-quarter of respondents (23%) who indicated their life quality has not changed since contacting the AFM (21% for gamblers / 27% for affected clients) and only seven percent overall who report their lives have taken a turn for the worse during this

Assessment of Post-AFM Quality of Life

"Since the time you first made contact with the Addictions Foundation Gambling services, would you say the overall quality of your life has improved, stayed the same or has it gotten worse?"



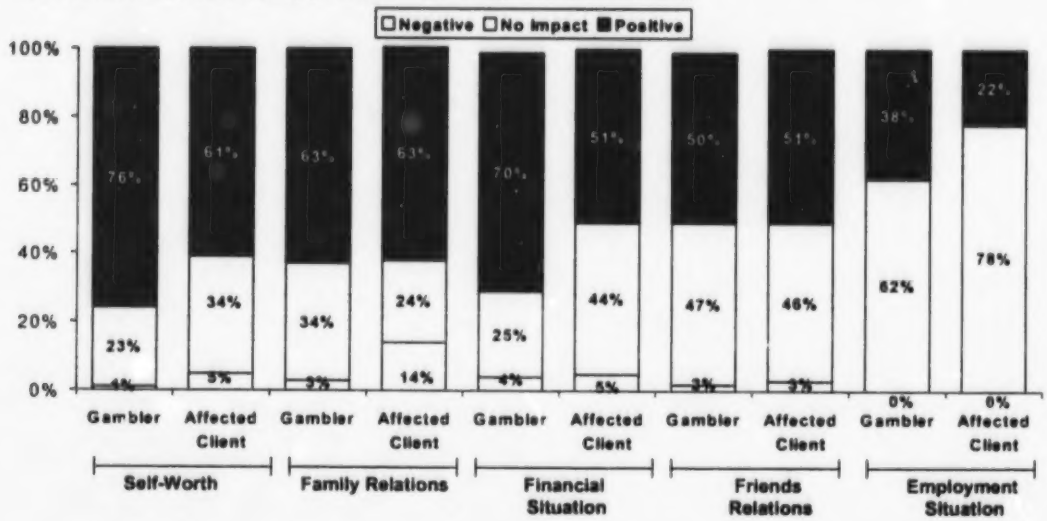
period (rising to 10% among affected clients). Not surprisingly, assessments of improved quality of life increases in reverse proportion to levels of current monthly gambling expenditures (this is to say the higher the levels of recent gambling expenditures, the lower level of reported quality of life improvements). Moreover, those who have attended six or more AFM sessions are most likely to say their overall quality of life has improved (87%).

Specific Life Quality Impact

Seventy percent of AFM Gambling clients praise the program they attended for having a positive impact upon their sense of self worth (76% of gamblers and 61% of affected clients). The AFM is also credited with improving relations with family members (63% across both client groups) and client financial situations (62% overall - 70% among gamblers versus 51% among affected clients).

Perceived Impact of AFM Services on Specific Life Quality Areas

"Now, regarding your current quality of life, I'd like to ask you about some specific areas that may have been affected by the Addictions Foundation Gambling Services you received. For each one, please tell me if you believe the Addictions Foundation had a positive impact, a negative impact or did the Addictions Foundation services not really affect the way you feel about this aspect of your life today?"



One-half (50%) of those surveyed from the two major client groups suggested the AFM services they received had offered a positive impact upon their relations with friends, while one in three (22% among affected individuals, rising to 38% among gamblers) felt the program had had a positive effect on their employment situation. Those attending 6 sessions or more suggested self worth (92%), financial situation (77%) and family relations (79%) as most positively affected by the AFM gambling services.

On all examined life quality dimensions, very few respondents suggested the AFM gambling program actually had a negative impact. This negative influence reaches its highest point on appraisals of the program's impact on family relations. Only seven percent felt negatively influenced by the AFM on this dimension, with most of these individuals found in the family and affected programs and those attending 2 sessions (13%). Ten percent of those attending two sessions expressed a negative appraisal on their financial situation (compared to 5% overall).

Satisfying Expectations

Overwhelming proportions of former clients from all programs indicated that they received effective help in overcoming the sense that they are alone with their problems (94%). This figure climbed to 96 percent among gamblers and 97 percent among those attending 6 or more sessions.

Other areas where most former clients felt they had received effective help were:

- Having concerns heard (89% among both gamblers and affected clients and 96% among those attending 2 sessions)
- Understanding the causes of gambling (87% on average but 91% among gamblers and those attending 6 or more sessions).
- Receiving encouragement and support (86% on average and 94% among those attending 6 or more sessions).

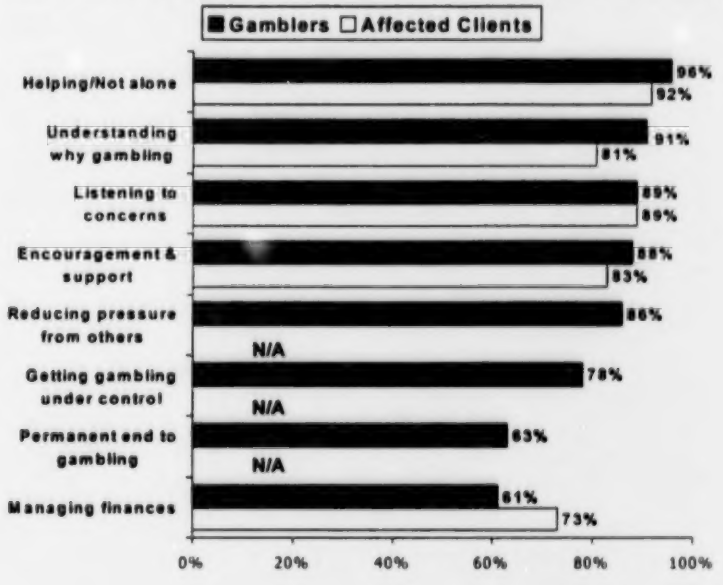
Gamblers also reported receiving effective help reducing pressure from others to deal with their problem (86%), getting their gambling under control (78%) and, to a lesser extent, permanently

resolving their gambling problems (63%). The small number of individuals who qualified to respond to these survey items does not allow these figures to be interpreted with a view to the number of sessions attended.

It is interesting to observe that, although only around one-third of these former clients (36%) suggested they were seeking advice on financial matters, most of these were affected clients,

Meeting Client Expectations

"And was the program you attended able to provide you with effective help in this regard?"



among whom nearly three-quarters (73%) reported receiving effective help in this area.

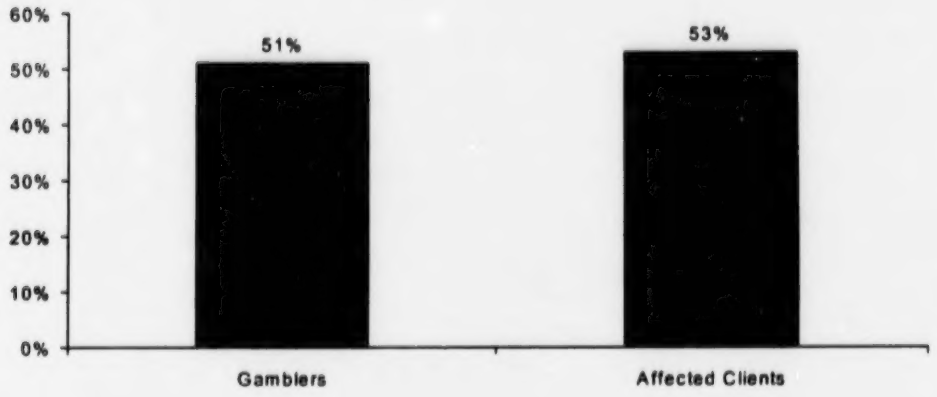
Residual Needs

Perhaps the most telling indicator of the existence of residual needs among gamblers is that one-third (32%) of these respondents indicate they have spent in excess of $50 on gambling during the past month. Clearly, many gamblers who have had contact with the AFM's gambling program are still participating in notable levels of gambling, including those attending only a single session (45%).

Client Perceptions Regarding Resolution of Gambling Issues

- Percent Agree ("5", "6" or "7" on 7-point scale) -

"I am still hoping to resolve some gambling issues in my life."



Evidence of further residual needs can be gleaned from a finding revealing that nearly one-half (51%) of these former clients agree ("5", "6" or "7" on a 7-point scale) with the statement: "*I am still hoping to resolve some gambling issues in my life.*" This view was nearly equally shared among gamblers and affected clients (51% and 53% respectively). Sixty-four percent of those attending 6 or more sessions agreed with this statement.

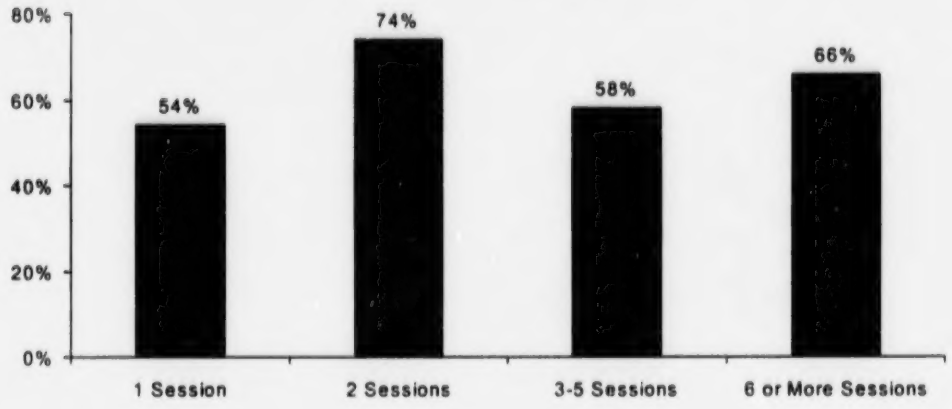
A further finding illuminating the extent of unresolved needs is the attitudinal item: "*When I stopped receiving the Addictions Foundation Services for problem gambling, I felt the Addictions*

Foundation had done all they could for me." Despite the fact that nearly two-thirds (63%) of these former clients expressed agreement with this statement (rising to 74 percent among those attending 2 sessions) nearly one-quarter of respondents (22%) expressed strong disagreement with this statement ("1", "2" or "3" on a 7-point scale), suggesting the presence of unresolved needs.

Client Perceptions Regarding Resolution of Gambling Issues

- Percent Agree ("5", "6" or "7" on 7-point scale) -

"When I stopped receiving the Addictions Foundation services for problem gambling, I felt the Addictions Foundation had done all they could for me."



3.8 TERMINATION OF AFM GAMBLING PROGRAM

Understanding the forces, influences and circumstances surrounding termination of the AFM Gambling program will help program administrators to ensure future clients receive an optional term of service. The findings below explore client rationale for terminating AFM sessions and the perceived propriety of this conclusion. Respondents were also asked to reveal any post-gambling support they may have sought since their AFM involvement.

The results presented suggest a significant proportion of former clients were less than completely comfortable ending their relationship with the AFM when they did and many characterize the conclusion of their formal relationship with the AFM as "abrupt."

Termination Influences

Three-quarters of these former AFM Gambling Services' clients (77%) report the decision to no longer attend counselling sessions was one which was made alone (rising to 84 percent of those attending 2 sessions). One-quarter (23%) of respondents, on the other hand, conceded that this decision was influenced by others - most often the AFM Counsellor (41% overall and 75% attending 6 or more sessions) or sometimes a spouse (26% overall and 75% among those attending 2 sessions).

Although patterns of influence over program termination did not vary to any great extent by gamblers and affected clients, male clients were significantly more likely then their female counterparts to report independent decision-making in this regard (87% versus 69%).

Termination Propriety

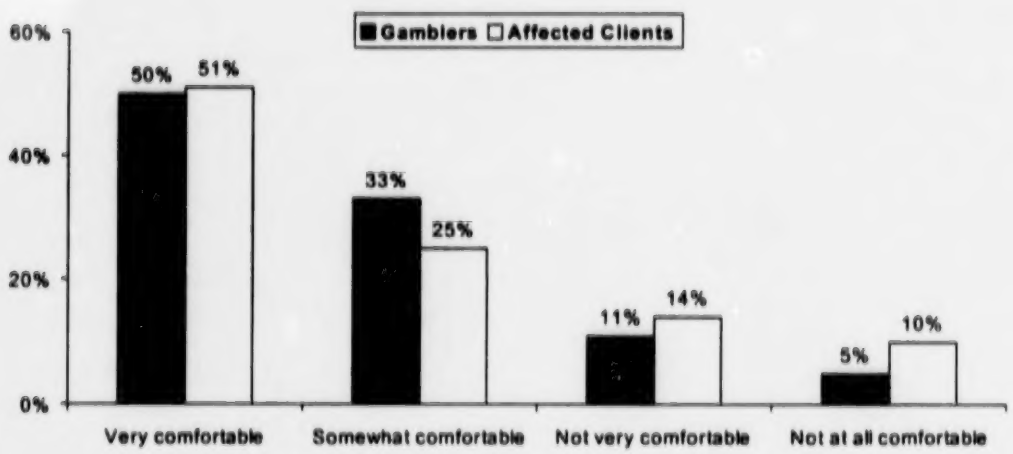
Only one-half (50%) of former AFM Gambling clients indicated they were "very comfortable" ending their counselling service when they did. A further three in ten (30%) said they were "somewhat comfortable" with their point of program conclusion. Although there were variations on this item with respect to the number of sessions attended, there is no discernable relationship between attendance and comfort with ending counselling.

It is critical to observe that one in five former clients (19%) reported that they were either "not at all" (7%) or "not very" (12%) comfortable ending counselling when they did. Affected clients (24% versus 16% among gamblers) and gamblers who are presently spending more than $50 per month on gambling (26%) were most likely to indicate discomfort with their point of program termination.

On this topic, an attitudinal item appearing on the survey revealed that 27 percent of respondents

Client Comfort Concluding AFM Counselling

"And how comfortable were you ending counselling when you did?



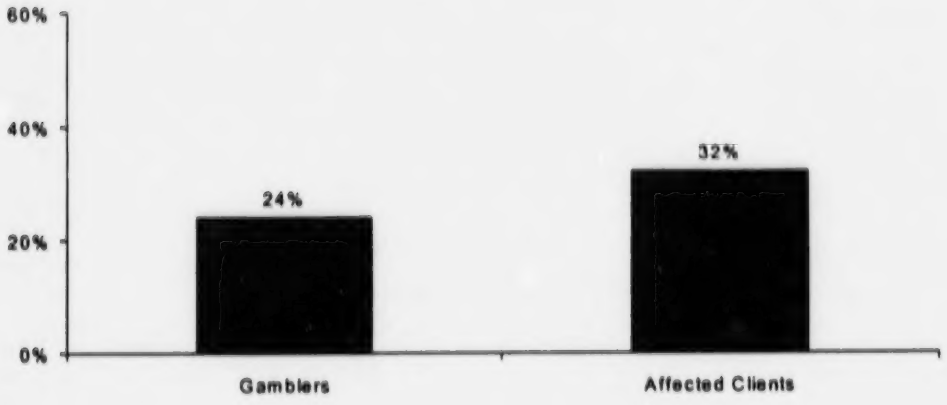
agreed ("5", "6" or "7") with the statement: "*I felt my gambling counselling sessions ended rather abruptly.*" This view was expressed more strongly with affected clients than it was with

gamblers themselves (32% versus 24%) and those who attended six or more sessions (34% versus 16% among those who attended 2 sessions).

Perception of "Abrupt" End to Counselling

- Percent Indicating"5", "6" or "7" on 7-point scale -

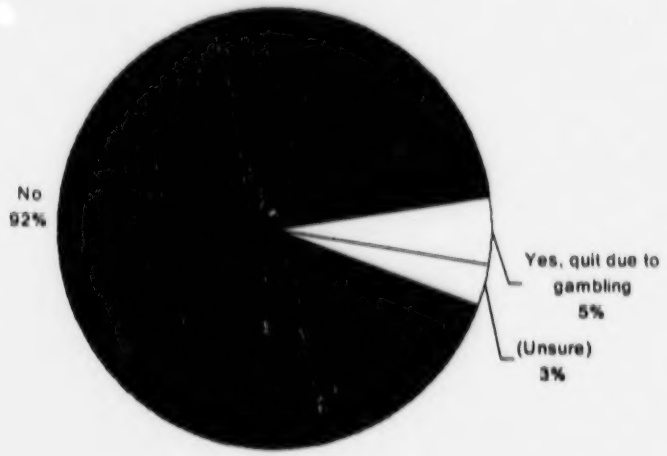
"I felt my gambling counselling sessions ended rather abruptly."



Only a small number of gamblers in counselling (5%) suggested that gambling activities caused them to discontinue their AFM program. Not surprisingly, most of those who cite this as a reason for program termination are currently spending more than $50 per month on gambling (13%) or attended a single AFM session (10%).

Program Termination Due to Gambling

"Did you end the Addictions Foundation services because you had started gambling again?"

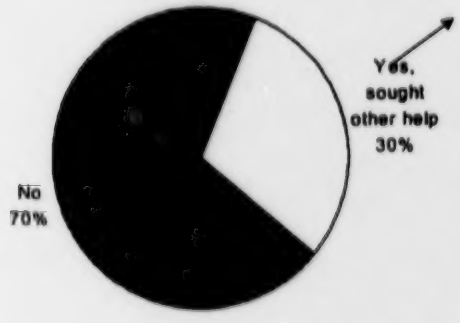


Post-Counselling Support

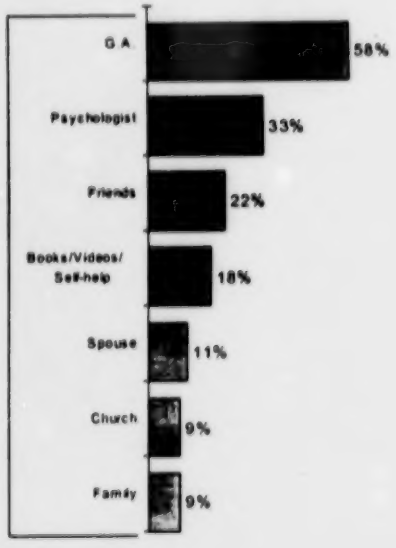
Nearly one-third of these former clients (30%) reported that they had sought help with gambling issues from other organizations since they began their AFM counselling. Gamblers were more likely than affected clients to have searched for additional help with gambling issues (36% versus 20%). There was also a weak correlation whereby the more AFM sessions attended, the more likely respondents were to seek post-AFM support elsewhere (22% among those who attended one session, rising to 38% among those attending six or more sessions).

Post-AFM Gambling Support
- All Respondents -

"Have you sought help with gambling issues from anyone other than the Addictions Foundation in the time since you began receiving the Addictions Foundation gambling services?"



"What type of help was this?"



The largest number of those who had sought further help with gambling issues turned to "Gamblers Anonymous" (58%) followed by "private councillors" or "psychologists" (33%) and "friends" (22%). Just fewer than one in five members of this survey sub-group sought self administered help including "books or videos" (11%) and "self-help course" (7%). Eleven percent said they turned to their "spouse" for this post-AFM support. Around one in ten sought further help from their "church" or "family" (9% in each case). The small number of individuals qualified to answer this item does not permit interpretation with respect to the number of sessions attended.

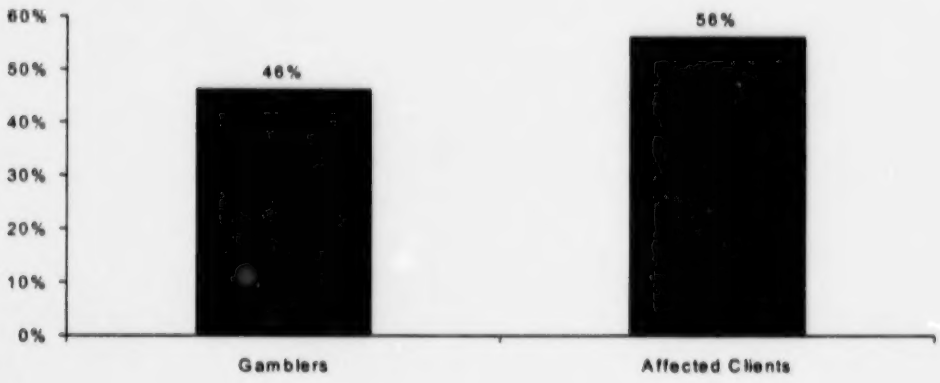
Mentoring Demand

One-half of surveyed former clients (50%) suggested that they would have liked to be put in touch with someone who had overcome a gambling problem who they could call for support at anytime.

Client Support for Mentoring Arrangements

- Percent Agree ("5", "6" or "7" on 7-point scale) -

"I would like to have been put in touch with someone who has successfully overcome a gambling problem who I could call any time."



Thirty-seven percent indicated they would not be interested in such a mentoring system. Those most likely to express an interest in mentoring support included affected clients (56% versus 46% among gamblers) and those spending more than $50 per month on gambling (66% versus only 36% among those who do not currently gamble). Those attending one session (58%) were also more likely to express an interest.

3.9 BARRIERS TO CONTINUATION OF AFM RELATIONSHIP

As we have observed in the previous report section, some former clients felt their AFM program concluded abruptly and some felt the AFM could have done more for them. This section examines the impact that the removal of barriers might have upon their program participation. It is important to consider the following results as directional rather than conclusive in nature due to the frequently small sample sizes. The small sample sizes here reflect the views of the relatively few respondents who were critical of factors such as Counsellors, locations, schedules and other potential barriers.

Examining Barriers

Most of those (88%) who assessed their AFM Counsellors as only "fair", "not very good" or "poor" (11% of all respondents or 17 former clients) said they would have attended more sessions if they had been more impressed with their Counsellor.

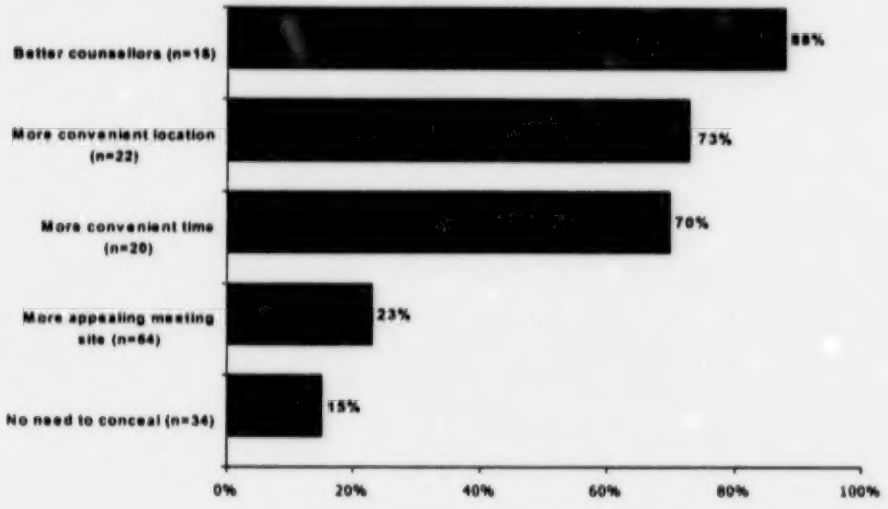
Similarly, most (73%) of the 22 former clients who felt the location where they received AFM services was inconvenient suggested they would have attended more sessions if a more convenient location were found. A very similar pattern was evident with respect to scheduling convenience with most who felt the time of these sessions was inconvenient, suggesting they would have otherwise attended more sessions.

Among the 42 percent of respondents who indicated they were less than "very comfortable" with the overall environment of the site where they attended AFM sessions, one-quarter (23%) said they would have attended more sessions were they held in a more appealing setting.

Only a small proportion (15%) of those who felt a need to conceal their attendance at AFM Gambling sessions said they would have attended more of these meetings were it not for this

*Impact of "Barrier" Removal on Possible Further Program Attendance**

"And do you think you would have attended more AFM gambling sessions if....?"



*Caution small bases.

issue of discretion. Clearly, the issue of client discretion was not a barrier to further participation for most former clients.

3.10 THE INSTITUTIONAL IMAGE OF THE AFM

Elements of institutional image may have important consequences for program and service development and delivery. It is the larger organizational image, and the perception of clients on various image fronts, that will influence clients' pre-contact expectations and, possibly, the likelihood of seeking or continuing AFM services.

Former clients were asked to respond to five separate attitudinal items touching upon various aspects of the AFM's institutional image. These topics included assessments of the adequacy of AFM funding and organization, the visibility of the AFM, and the acknowledgment of distinctions between the AFM and Gamblers Anonymous.

AFM Mandate Image

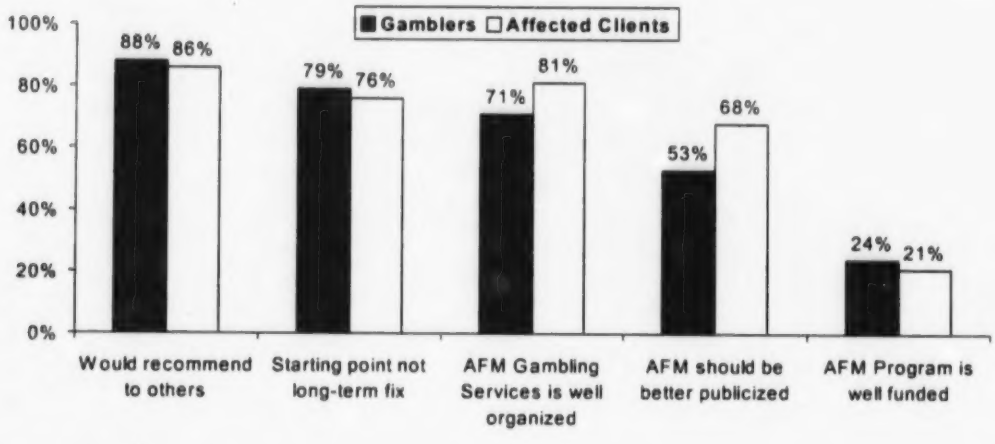
Nearly eight in ten former AFM gambling services clients (78% indicating "5", "6" or "7" on a 7-point scale) said they consider the AFM's gambling program to be a "starting point" rather than a long-term solution to their problem. This assessment was shared roughly equally among those who had attended programs as gamblers and family and affected clients. Although small sample sizes prevent conclusive statements on this item, it appears those who are currently not spending any funds on gambling were far more likely than those spending more than $50 per month to hold this view of the AFM (93% versus 69%). Those who attended a single AFM session were as likely as those who attended 6 or more sessions to regard the AFM as a starting point (80% for 1 session, 84% for 6 or more sessions).

Organizational Efficiency

Three-quarters (75%) of former AFM clients expressed agreement with the statement: "*The AFM Gambling Program seems to be well organized.*" This view was held regardless of the number of AFM sessions attended. Only 14 percent expressed disagreement with this statement ("1", "2", or "3" on a 7-point scale).

Agreement with Selected Statements Concerning AFM's Institutional Image

- Percent Agree "5", "6", "7" on 7-point scale -



The view that this program is well organized was expressed most strongly among female former clients (85% versus 62% among men) as well as among affected clients (81% versus 71% among gamblers).

Funding Adequacy

Relatively few of the AFM's former clients from gambling programs (23%) would agree that this program is "well funded." Many of these former clients (44%) were unable to provide an assessment of the adequacy of this funding, while one in four (24%) disagreed with the statement - suggesting they felt the AFM's gambling program was receiving insufficient financial support.

Women were more likely than men to feel that program is adequately funded (29% versus 15%), while those who attended two AFM sessions were most inclined to disagree with the suggestion that the AFM is well funded (39%).

AFM Visibility

A solid majority (60%) of former AFM Gambling Services' clients agree that services like the ones they received should be more widely publicized. This agreement was similar across sessions attended. Respondents from affected and family programs were more likely than gamblers to hold this view (68% versus 53%).

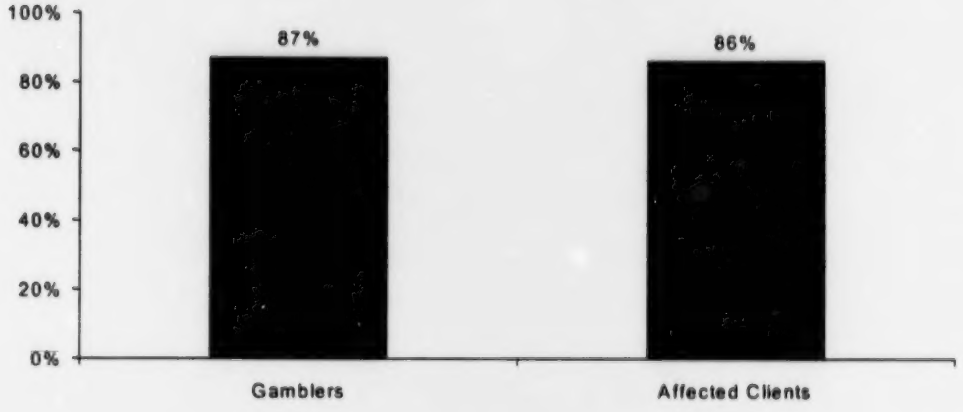
Program Referral

One measurement of institutional image concerns the willingness of former clients to recommend these services to others. In the case of the AFM's gambling program, an impressive 87 percent of former clients said they would "highly recommend" this program to others. This includes 74 percent who indicated "7" on the seven-point scale or the most enthusiastic intensity of agreement. Those who had attended only one session were less likely than those attending 2 or more to highly recommend this program (80% versus 90% respectively).

Recommendation of AFM to Others

- Percent Indicating "5", "6" or "7" on 7-point scale -

"I would highly recommend the Addictions Foundation's gambling program to people with problems like mine."



AFM / Gamblers Anonymous Distinction

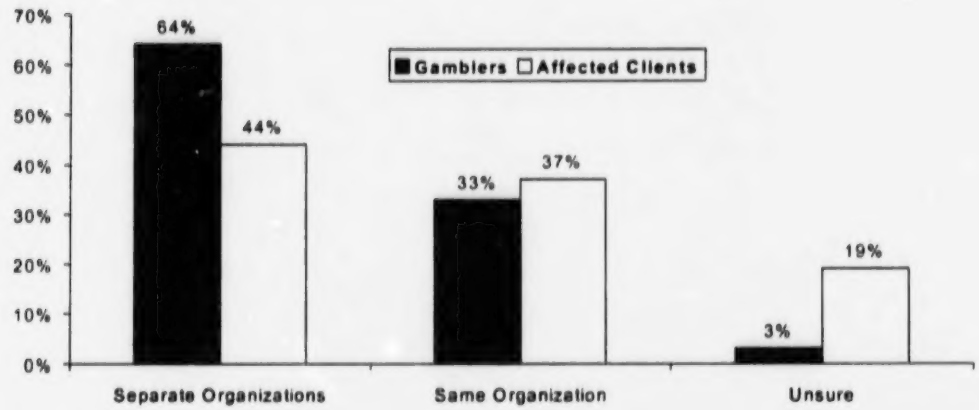
It is apparent that there is considerable confusion concerning the organizational relationship of the AFM and Gamblers Anonymous. Overall one in three former clients (34%) expressed the view that the AFM and Gamblers Anonymous are part of the same organization and a further one in ten respondents (9%) were not sure if these organizations were the same or not.

Confusion concerning the organizational distinctiveness of these two entities was most apparent among affected clients among whom less than one-half (44%) could identify these as distinct organizations. More than one-third of those from the non-gambler survey sub-group (37%) felt these two organizations were "one and the same" and 19 percent were not able to say if these organizations were united or distinct.

In terms of sessions attended, those most likely to correctly describe the AFM and Gamblers

Client Awareness of AFM/G.A. Distinction

"I would like to begin by asking you about your understanding of the relationship between the Addictions Foundation of Manitoba and Gamblers Anonymous. Which of the following statement do you think is most accurate?"



Anonymous as separate organizations are respondents who have been to 3-5 sessions (81%) and is lowest among those attending 1 or 2 sessions (47% and 48% respectively). Surprisingly, only 51 percent of those who attended 6 or more sessions correctly identified the AFM and Gamblers Anonymous as separate.

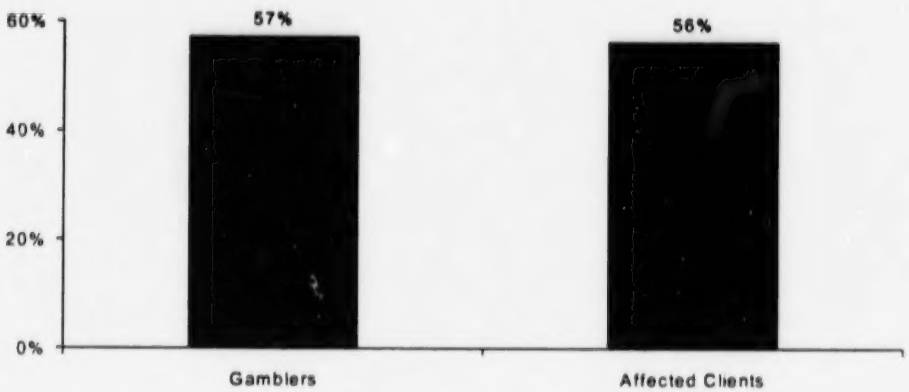
Appeal of Gamblers Anonymous Support Model

Respondents were informed that the AFM and Gamblers Anonymous are two separate and distinct organizations well in advance of being presented with an item testing the desirability of having the AFM adopt an approach to counselling that is similar to that of Gamblers Anonymous.

Client Endorsement of G.A. Approach

- Percent Agree ("5", "6" or "7" on 7-point scale) -

"The Addictions Foundation should adopt an approach similar to Gamblers Anonymous on how to support people with gambling addictions."



A majority of respondents (53%) would urge the AFM to adopt a support approach similar to Gamblers Anonymous. Importantly, one in five respondents (19%) were not familiar enough with the differences between the two program approaches to provide a response to this item. Those spending in excess of $50 were significantly more likely than those without recent gambling expenditures to favour adopting a Gamblers Anonymous style (60% versus 43%). Those attending only 1 session were also more likely to agree (66%).

3.11 FUTURE USE OF THE AFM

As noted in the previous unit on AFM's institutional image, almost all former gambling program clients would recommend this program to others who might be experiencing problems directly or indirectly related to gambling. Similarly, strong confidence in the AFM is exhibited by the finding that most former clients would return to the AFM if gambling were seen to become an issue in their lives in the future.

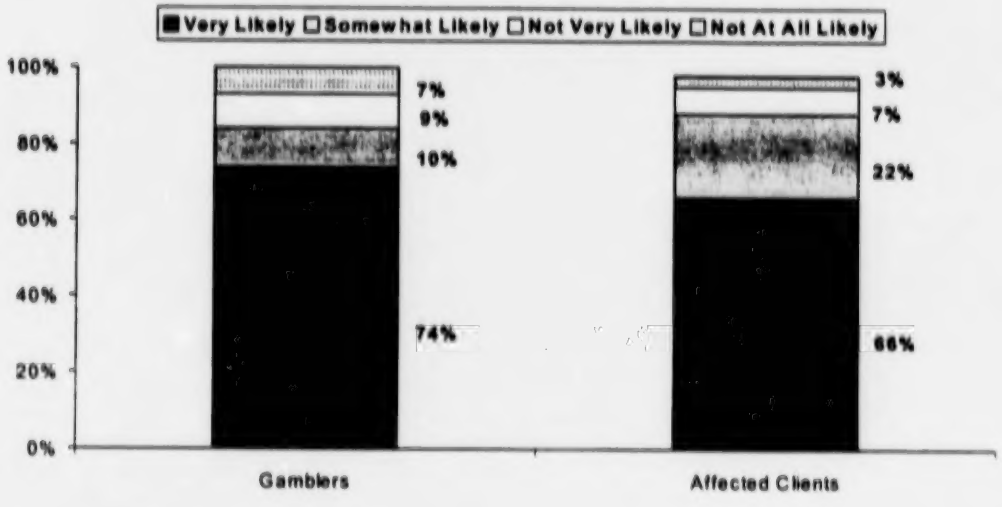
Future Program Utilization

Seven in ten (71%) former AFM Gambling Services' clients report it would be "very likely" that they would re-contact the AFM if gambling were to become a problem for them in the future. A further 15 percent describe a future AFM contact as "somewhat likely" if circumstances warranted. Only 13 percent said it would be (5% "very" or 8% "somewhat") unlikely that they would consider contacting the AFM in the future.

Gamblers were slightly more likely than affected clients to describe a potential future contact as "very likely" (74% versus 66%). Interestingly, those who are currently spending more than $50 per month on gambling seem to be more likely than those spending less than this and abstainers to rule out any future contact with the AFM. Those attending only 2 sessions were somewhat less enthusiastic about contacting the AFM in the future (58% very likely).

Likelihood of Contacting AFM in Future if Required

"If gambling were to be a problem in the future, what is the likelihood that you would contact the Addictions Foundation?"



3.12 FOLLOW-UP AND FUTURE CONTACT

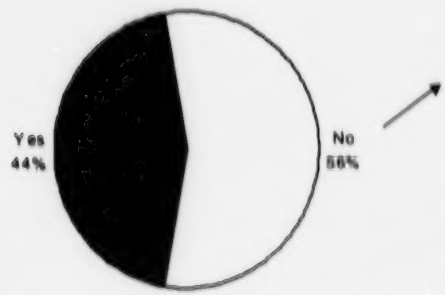
Some of the most critical findings uncovered by this research exercise concerns former client views on AFM follow-ups after program completion. These results indicate a clear demand among former clients for some form of contact from AFM staff after they have completed their sessions.

Post AFM Service and Support

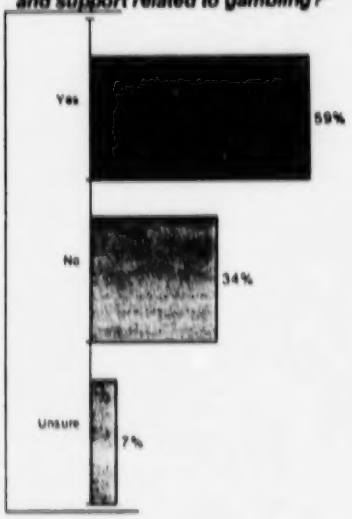
Respondents were asked if anyone at the AFM had attempted to arrange for them to have access to services and support after they had stopped attending AFM sessions. Only just better than four in ten (44%) of these former clients said they had been directed to these services or supports while 56 percent had received no such direction. Affected clients (51% versus 39% among gamblers), respondents under 35 years of age (51%), those engaging in modest levels of monthly gambling (58% for those spending $50 or less per month) and respondents who attended six or more AFM sessions (59%) were more likely than others to report receiving this type of post session guidance.

Incidence of Direction to Ongoing Support

"Did anyone at the Addictions Foundation try to arrange for you to have access to services and support after you stopped attending formal Addictions Foundation sessions?"



"Would you have liked help with making arrangements for access to further services and support related to gambling?"



Those who had not received AFM assistance in arranging post-session services and support were asked if such assistance would have been appreciated. Most of these respondents (59%) said they would have welcomed this type of assistance with this being especially true among affected clients (69% versus 54% among gamblers), younger clients (68% under 35 years), and those spending more than $50 per month on gambling (77% versus 28% among those who do not currently gamble to any major degree). However, 50 percent of those attending 6 or more sessions suggested they did not want help in making those arrangements versus 34 percent overall.

Follow-up Contact

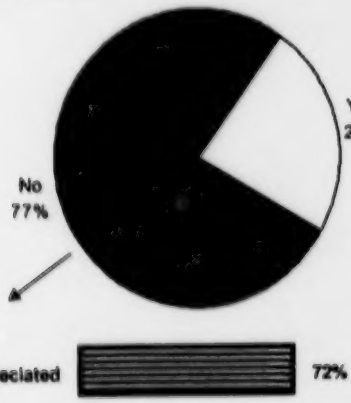
In terms of AFM follow-up with former clients, only 23 percent of those surveyed indicated their Counsellor or someone else at AFM had contacted them for the purposes of checking on their situation.

Those most likely to report receiving these follow-ups included gamblers (27% versus 15% among affected clients) and those currently not participating in gambling or exhibiting lower levels of monthly gambling expenditures (35%). There is a slight tendency for those who attended 2 sessions to have received follow-up contact (29%).

Among the approximately one in four former clients who had been the recipients of follow-up enquiries, there was near unanimous appreciation of this contact (97% said this follow-up was beneficial). Furthermore, seven in ten (72%) of those who had <u>not received</u> this follow-up said they would have appreciated just this type of enquiry. Strong majorities across all survey sub-groups said they would have liked to have received this follow-up.

Reported Incidence of AFM Post-Counselling Follow-up

"Did you receive any contact from the Addictions Foundation or your counsellor to check on your situation after you stopped attending these sessions?"



"Was this follow-up contact beneficial or would you rather have not been contacted after you had ended these sessions?"

APPENDIX

Quantitative Survey Instrument

THE ADDICTIONS FOUNDATION OF MANITOBA
FORMER CLIENT STUDY
- Final Questionnaire -

Circle 3-Digit the Addictions Foundation Program Code from Sample Sheet							
100	101	**104**	105	**106**	**107**	170	171
300	301	**304**	305	**306**	**307**	370	371
500	501	**504**					

Record 6-digit the Addictions Foundation File Number From Sample Sheet: _____	Record Number of Times Attended the Addictions Foundation From Sample Sheet: _____

INTERVIEWER PRIOR TO CALLING — COMPLETE SECTION IN GREY BOX ABOVE WITH INFORMATION FROM SAMPLE SHEET. IF RESPONDENT IS FROM BOLDED PROGRAM CODE CHECK-OFF BOXES BESIDE Q.13 (ITEMS 3, 7 AND 8), 39, 40, 54, 55, 56 and 57. ONLY RESPONDENTS CODED: 100, 104, 106, 107, 300, 304, 306, 307, 500 AND 504 ARE TO BE ASKED THESE QUESTIONS

Introduction

May I please speak with (name from list)?
(IF RESPONDENT IS NOT AVAILABLE CHECK FOR CALLBACK TIME - IF ASKED, EXPLAIN RESPONDENT HAS BEEN SELECTED TO PARTICIPATE IN A BRIEF TELEPHONE SURVEY)
Hello, this is _____ calling from Probe Research Inc. As you may know, our firm is conducting a confidential survey on behalf of the Addictions foundation of Manitoba. The Addictions Foundation has sponsored this important research in order to make improvements to its programs and services. Today we are talking to people who have had contact with the Addictions Foundation's Gambling Services. You have been selected from a list of people that includes gamblers and non-gamblers. We need to gather input from both gamblers and non-gamblers on the questions in this survey.

I want to assure you that all of your responses are kept strictly confidential and will not be attributed to you personally. Is now a good time to go ahead with the survey?
Yes .....01 (CONTINUE)
No.....02 (ATTEMPT TO ARRANGE A CALLBACK)

(IF RESPONDENT ASKS ABOUT SURVEY LENGTH, INFORM THEM IT IS A BRIEF SURVEY LASTING APPROXIMATELY 20 MINUTES)

PRE-QUESTION

PRE-QUESTION

I would like to begin by asking you about your understanding of the relationship between the Addictions Foundation of Manitoba and Gamblers Anonymous. Which of the following statements do you think is most accurate…

__The Addictions Foundation and Gamblers Anonymous are one and the same thing 01

__The Addictions Foundation and Gamblers Anonymous are separate organizations 02

__(Neither) 09

__(DK/NS) 09

Just so that you clearly understand the rest of the questions I am going to ask you, I need to tell you that, in fact, the Addictions Foundation and Gamblers Anonymous are separate organizations. This survey is about services provided by the Addictions Foundation of Manitoba and not services you or anyone else might have received through Gamblers Anonymous. Please keep this distinction in mind throughout this interview. Now I would like to begin the questions about the Addictions Foundation.

1. Since the time you first made contact with the Addictions Foundation Gambling services, would you say the overall quality of your life has improved, stayed the same or has it gotten worse?

   Improved 01
   Same.....02
   Worsened.....03
   (DK/NS).....09

2. Now, regarding your current quality of life, I'd like to ask you about some specific areas that may have been affected by the Addictions Foundation Gambling Services you received. For each one, please tell me if you believe the Addictions Foundation had a positive impact, a negative impact or did the Addictions Foundation services not really affect the way you feel about this aspect of your life today? The first one is …(READ ITEM - ROTATE)?

	Positive	Negative	No Impact	(DK/NS)
__Your sense of self worth	1	2	3	9
__Your financial situation	1	2	3	9
__Your employment situation	1	2	3	9
__Your relationship with family members	1	2	3	9
__Your relationship with friends	1	2	3	9

3. Could you please tell me where you first heard about the Addictions Foundation Gambling Services? (DO NOT READ LIST - RECORD ALL MENTIONS)

Word-of-Mouth/Friends/Family....01
Posters 02
Pamphlets.....03
Phone Book.....04
Gamblers Anonymous 05
Top of VLT.....06
Referral.....07
Other (Specify) _____

_____

(Can't Recall).....99

4. Did you seek any form of help with gambling issues prior to contact with the Addictions Foundation?

Yes .....01 (ASK NEXT Q)
No..... .....02 (SKIP TO Q 6)
(DK/NS)..... .....99 (SKIP TO Q 6)

5. What type of help was this? (READ LIST - ACCEPT ALL MENTIONS)

Gamblers Anonymous 01
Private Counsellor/Psychologist..... 02
Clergy/Church..... 03
Self-help course..... 04
Money Management course 05
Books/Videos..... 06
Informal Advice/Spouse 07
Informal Advice/Family..... 08
Informal Advice/Friends 09
Other (Specify)_____

_____

(DK/NS)..... 99

6. Have you sought help with gambling issues from anyone other than the Addictions Foundation in the time since you began receiving the Addictions Foundation gambling services?

Yes ..... 01 (ASK Q.7)
No..... 02 (SKIP TO Q.8)
(DK/NS)..... 99 (SKIP TO Q.8)

7. What type of help was this? (READ LIST - ACCEPT ALL MENTIONS)

Gamblers Anonymous 01
Private Counsellor/Psychologist..... 02
Clergy/Church..... 03
Self-help course..... 04
Money Management course 05
Books/Videos..... 06
Informal Advice/Spouse 07
Informal Advice/Family..... 08
Informal Advice/Friends 09
Other (Specify)_____

_____

(DK/NS) 99

8. Was anyone in particular instrumental in your decision to seek the Addictions Foundation Gambling Services or was this a decision that you made on your own?

Made Decision on Own..... 01 (SKIP TO Q. 10)
Other(s) Influenced Decision..... 02 (ASK NEXT Q)
(DK/NS) ..... 99 (SKIP TO Q. 10)

9. Who was the person who was most influential in shaping your decision to seek assistance from the Addictions Foundation's Gambling Services program? (DO NOT READ - CIRCLE ALL THAT APPLY)

Husband/Wife/Spouse/Partner..... 01
Parent(s)..... 02
Girlfriend/Boyfriend 03
Friend/Confidant 04
Other (Specify) _____

_____

(DK/NS) 99

10. After you first thought you might need or want assistance from the Addictions Foundation Gambling Services, how long was it before you actually attempted to contact the Addictions Foundation? Was it...? (READ LIST)

Immediately 01
Less than one week.....02
More than one week, but less than a month.....03
More than one month.....04
(Can't recall) 09

11. And what was the length of time between your initial contact with the Addictions Foundation to request services and date that you actually began to receive these services? Was it...?

Within two days 01
Between two days and one week..... 02
More than one week 03
(Can't recall) 09

12. Now I'd like you to think back to the time after you decided to attend the Addictions Foundation Gambling Services but just before you began to actually receive these services. Would you say that you were generally optimistic or pessimistic that the Addictions Foundation would be able to provide you with the type of help you were seeking? (Is that "very" or "somewhat"?)

Very Optimistic 01
Somewhat Optimistic.....02
Somewhat Pessimistic.....03
Very Pessimistic 04
(Had no Expectations) 05
(DK/NS).....09

13. A) Now I'd like to read you a list of some of the areas where you may or may not have been expecting to receive the Addictions Foundation help. For each one, I'd like you to tell me if this was an area where you were expecting to receive help from the Addictions Foundation's Gambling Program. The first one is... (READ ITEM -ROTATE) Was this an area where you were seeking the Addictions Foundation help?

FOR ALL INDICATING "YES" IN Q. 13A) ASK Q.13B) IMMEDIATELY
13B) And was the program you attended able to provide you with effective help in this regard?

	Q. 13 A) Yes	No	(DK/NS)	Q. 13 B) Yes	No	(DK/NS)
- Providing advice on how to manage financial issues	1	2	9	1	2	9
- Listening to your concerns	1	2	9	1	2	9
Item 3 — - Bringing your gambling activities down to controllable levels	1	2	9	1	2	9
- Helping you to understand why people gamble	1	2	9	1	2	9
- Providing you with encouragement and support	1	2	9	1	2	9
- Helping you to feel you are not alone in dealing with gambling issues	1	2	9	1	2	9
Item 7 — - Helping you to overcome your gambling problem forever	1	2	9	1	2	9
Item 8 — - Reducing the pressure from other people to do something about your gambling	1	2	9	1	2	9

14. Did anyone other than yourself know about your attendance at the Addictions Foundation? (family members, friends or co-workers)

Yes, others knew 01
No, kept to myself 02
(DK/NS) 09

15. Did you conceal your attendance at the Addictions Foundation gambling sessions from anyone in particular?

Yes, concealed from others ..... 01 (ASK QS 16, 17 & 18)
No, did not conceal ..... 02 (SKIP TO Q 19)
(DK/NS) ..... 09 (SKIP TO Q 19)

16. Who did you conceal this from? (DO NOT READ LIST - CIRCLE ALL THAT APPLY)

Husband/Wife/Spouse/Partner/Girlfriend/Boyfriend 01
Parent(s) 02
Children 03
Other Family 04
Friend/Confidant 05
Employer/Boss 06
Other (Specify): _____

_____

(DK/NS) 99

17. Why did you conceal the fact that you were receiving the Addictions Foundation Gambling Services? (DO NOT READ LIST - CIRCLE ALL THAT APPLY)

Didn't want anyone to know ..... 01 **(PROBE / FURTHER RESPONSE)**
Embarrassment/Shame 02
Afraid of Job loss 03
Afraid of losing trust 04
Others wouldn't understand 05
Might threaten financial situation/banks 06
Other (specify)_____

_____

(DK/NS) 99

18. And do you think you would have attended more the Addictions Foundation gambling sessions if you did not feel the need to conceal this involvement from some people?

Yes 01
No 02
(Depends) 03
(DK/NS) 09

19.a) Besides the initial orientation session you may have attended, what was the main kind of counseling you received. Was it individual, group or an information session? (CIRCLE ALL RESPONSES)

Individual 01
Group Session.....02 (ASK Q.19B)
Information session.....03
(DK/NS).....09

19.b) Was the group size too big, too small or just right for your needs?

Too big 01
Too small 02
Just right 03
(DK/NS).....09

20. And was this method appropriate for your needs or would you have preferred another form of counselling? (What kind?)

Appropriate.....01
Preferred Individual.....02
Preferred Group Session 03
Preferred Meeting Style 04
(DK/NS).....09

21. Was the length of time set aside for each session generally too long, too short, or about right for your needs?

Too long 01
Too short 02
About right.....03
(DK/NS).....09

22. Did the date and time scheduled for the Addictions Foundation services suit your personal schedule?

Yes .....01 (SKIP TO Q. 25)
No.....03 (CONTINUE WITH QS 23 & 24)
(DK/NS).....09 (SKIP TO Q. 25)

23. And do you think you would have attended more the Addictions Foundation gambling sessions if a more convenient time for these sessions were offered?

Yes .....01 (CONTINUE WITH Q.24)
No.....02 (SKIP TO Q.25)
(Depends).....03 (CONTINUE WITH Q.24)
(DK/NS).....09 (CONTINUE WITH Q.24)

24. What day or time would be preferable? (DO NOT READ LIST - ACCEPT ALL MENTIONS)

Weekday 01
Weeknight.....02
Saturday 03
Sunday 04
Other (Specify)_____
_____
(DK/NS).....99

25. I'd like you to think about the counsellor that provided you with most of the services you received under the Addictions Foundation's Gambling Program and provide an overall rating of that individual. All things considered, how would you rate your counsellor? Would you say he/she was excellent, good, fair, not very good or poor?

Excellent.....01 (SKIP TO 27)
Good.....02 (SKIP TO 27)
Fair .....03 (ASK NEXT Q)
Not Very Good.....04 (ASK NEXT Q)
Poor.....05 (ASK NEXT Q)
(DK/NS).....09 (ASK NEXT Q)

26. And do you think you would have attended more the Addictions Foundation gambling sessions if you had been more impressed with your counsellor?

Yes 01
No.....02
(DK/NS).....09

27. What advice could you offer to the Addictions Foundation counsellors that would improve the quality of services they offer in the future? (DO NOT READ LIST - ACCEPT ALL MENTIONS) Do you have any other suggestions for the Addictions Foundation Gambling Services counsellors?

Keep up the good work..... 01
Stay in touch/Follow-up..... 02
Better understanding of gambling 03
Fewer questions/More answers 04
Nothing/No advice 05
Other (Specify)_____
_____
(DK/NS)..... 99

28. Generally speaking was the location where you received the Addictions Foundation services convenient for you?

Yes .....01 (SKIP TO Q.30)
No.....02 (ASK NEXT Q.)
(DK/NS).....09

29. And do you think you would have attended more the Addictions Foundation gambling sessions if these sessions were held at a location that was more convenient for you?

Yes 01
No.....02
(DK/NS).....09

30. Now I'd like you to think about the building, rooms and the overall environment of the site where you attended the Addictions Foundation Gambling Services. All things considered, were you comfortable or uncomfortable receiving counselling there? (Is that "very" or "somewhat"?)

Very Comfortable.....01 (SKIP TO Q. 33)
Somewhat Comfortable.....02 (ASK Qs 31 & 32)
Somewhat Uncomfortable.....03 (ASK Qs 31 & 32)
Very Uncomfortable .....04 (ASK Qs 31 & 32)
(DK/NS) .....09 (SKIP TO Q. 33)

31. And what would have made you more comfortable with this site? (DO NOT READ LIST - ACCEPT ALL MENTIONS) Are there any other reasons why you felt uncomfortable there?

Old/Run-down building.....01
Poor lighting/Dark/Dingy 02
Temperature/Hot/Cold 03
Poor seating/Uncomfortable 04
Didn't like mixing with other addictions.....05
Too exposed/No anonymity 06
Parking problems.....07
Other (Specify)_____

_____
(DK/NS).....99

32. And do you think you would have attended more the Addictions Foundation gambling sessions if these sessions were held at a site that had a more appealing environment?

Yes 01
No.....02
(DK/NS).....09

33. I'm going to read you a list of four possible locations for the Addictions Foundation gambling services and for each one I would like you to use a scale of "1" to "7" to rate how this location would suit you personally. On this scale "1" means this would be "a terrible location" and "7" means this would be "an ideal location". (READ AND ROTATE)

		"Terrible Location" "An Ideal Location"							(DK/ NS)
		"1"	"2"	"3"	"4"	"5"	"6"	"7"	"9"
___	A shopping mall	1	2	3	4	5	6	7	9
___	A downtown business office	1	2	3	4	5	6	7	9
___	A medical services building	1	2	3	4	5	6	7	9
___	A large renovated home on the Edge of a residential district	1	2	3	4	5	6	7	9

34. Was the decision to no longer attend the Addictions Foundation Gambling Services sessions one which you made on your own or did someone influence your decision?

Decided alone.....01 (SKIP TO 36.)
Influenced.....02 (ASK Q.35)
(DK/NS).....09 (SKIP TO Q.36)

35. Who was it that influenced your decision to no longer attend the Addictions Foundation Gambling Services sessions? (DO NOT READ, ACCEPT ALL RESPONSES)

Spouse 01
Children.....02
Other Family.....03
Friends 04
Employer/co-workers.....05
the Addictions Foundation Counsellor 06
Other (specify)_____

_____
(DK/NS).....99

36. And how comfortable were you ending counselling when you did? Were you very comfortable, somewhat comfortable, not very comfortable or were you very uncomfortable leaving the Addictions Foundation Gambling Services sessions when you did?

Very comfortable.....01
Somewhat comfortable 02
Not very comfortable.....03
Not at all comfortable.....04
(DK/NS).....09

37. Did you make a conscious decision to stop the Addictions Foundation services or did you just start missing sessions and end-up not going back?

Conscious Decision ..... 01 (GAMBLERS SKIP TO Q.39, NON GAMBLERS Q.41)
Missed Session..... 02 (ASK Q.38)
(Neither)..... 03 (GAMBLERS SKIP TO Q.39, NON GAMBLERS Q.41)
(DK/NS) ..... 99 (ASK Q.38)

38. Did that fact that you had missed the Addictions Foundation sessions make it uncomfortable for you to think about go back to the Addictions Foundation?

Yes 01
No.....02
(DK/NS).....99

39. Did you end the Addictions Foundation services because you had started gambling again?

Yes .....01 (ASK Q.40)
No.....02 (SKIP TO Q.41)
(DK/NS).....99 (ASK Q.40)

40. Did the fact that you started gambling again make the idea of returning to the Addictions Foundation awkward or embarrassing?

Yes	01
No	02
(DK/NS)	99

41. Did anyone at the Addictions Foundation try to arrange for you to have access to services and support after you stopped attending formal Addictions Foundation sessions

Yes	01 (SKIP TO Q. 43)
No	02 (ASK Q. 42)
(DK/NS)	09 (ASK Q. 42)

42. Would you have liked help with making arrangements for access to further services and support related to gambling?

Yes	01
No	02
(DK/NS)	09

43. Did you receive any contact from the Addictions Foundation or your counsellor to check on your situation *after* you stopped attending these sessions?

Yes	01 (ASK Q. 44)
No	02 (SKIP TO Q. 45)
(DK/NS)	09 (SKIP TO Q. 45)

44. Was this follow-up contact beneficial or would you rather have not been contacted after you had ended these sessions?

Appreciated	01 (SKIP TO Q.46)
Not Appreciated	02
(DK/NS)	09

45. Would you have liked this follow-up contact?

Yes	01
No	02
(Depends)	03
(DK/NS)	09

46. If gambling were to be a problem in the future, what is the likelihood that you would contact the Addictions Foundation? Is it:

Very likely	01
Somewhat likely	02
Not Very likely	03
Not at all likely	04
(DK/NS)	09

47. I'd like to read you a short list of statements concerning the Addictions Foundation's Gambling Services and, for each one, I'd like you to tell me if you agree or disagree. Let's use a seven-point scale where answering with a "1" means you strongly *disagree* with that statement and a "7" means you strongly *agree*. The first one is… (Read Item - Rotate)

		"Strongly Disagree"				"Strongly Agree"			(DK/ NS)
		"1"	"2	"3"	"4"	"5"	"6"	"7"	"9"
—	The Addictions Foundation gambling program seems to be well organized	1	2	3	4	5	6	7	9
—	The counsellor asked too many questions and did not provide enough answers	1	2	3	4	5	6	7	9
—	I would highly recommend the Addictions Foundation's gambling program to people with problems like mine	1	2	3	4	5	6	7	9
—	Problem gambling services should be held in a setting separate from services offered to drug and alcohol addictions	1	2	3	4	5	6	7	9
—	The Addictions Foundation's Gambling Services should be better publicized	1	2	3	4	5	6	7	9
—	I felt my gambling counselling sessions ended rather Abruptly	1	2	3	4	5	6	7	9
—	I would have liked to have known more about my counsellor's professional qualifications	1	2	3	4	5	6	7	9
—	The Addictions Foundation gambling program seems to be well funded	1	2	3	4	5	6	7	9
—	When I stopped receiving the Addictions Foundation services for problem gambling, I felt the Addictions Foundation had done all they could for me	1	2	3	4	5	6	7	9
—	I would have liked to have known more about my counsellor's own personal experiences with addictions	1	2	3	4	5	6	7	9
—	I consider the Addictions Foundation's gambling program as a starting point Rather than a long-term solution to my problem	1	2	3	4	5	6	7	9

	I am still hoping to resolve some gambling issues in my life	1	2	3	4	5	6	7	9
__	I would like to have been put in touch with someone who has successfully overcome a gambling problem who I could call any time	1	2	3	4	5	6	7	9
__	I felt a bond with the people I met at the Addictions Foundation who were receiving services	1	2	3	4	5	6	7	9
__	The Addictions Foundation should adopt an approach similar to Gamblers Anonymous on how to support people with gambling addictions	1	2	3	4	5	6	7	9
__	The Addictions Foundation should call occasionally to check-up on how people are doing.	1	2	3	4	5	6	7	9
__	The Addictions Foundation requires people to fill-out too much paperwork.	1	2	3	4	5	6	7	9
__	Some of the questions asked by the Addictions Foundation were too personal.	1	2	3	4	5	6	7	9

Before we end the interview, I would like to ask you, a few short statistical questions describing yourself so that we can make comparisons between your answers and those of other people who have been involved with the Addictions Foundation programs.

48. Gender (do not ask):

Male.....01
Female 02

49. What is your current marital status? (READ LIST)

Single 01
Married 02
Common-law 03
Separated.....04
Divorced 05
Widowed.....06
(Refused).....09

50. Which of the following categories does your age fall into? **(READ LIST)**

18 to 24 years.....01
25 to 34 years.....02
35 to 44 years.....03
45 to 54 years.....04
55 to 64 years.....05
65 years or older.....06
(Refused / Not stated).....09

51. What is the highest level of schooling you have obtained? **(READ LIST)**

Grade school / Some high school 01
Complete high school 02
Some technical / Vocational after high school.... 03
Technical / Vocational diploma 04
Some university 05
University degree 06
(Refused / Not stated) 09

52. Which of the following categories best describes your family income? That is, the total income before taxes of all persons in your household? **(READ LIST)**

Under $10,000 01
$10,000 to $29,999 02
$30,000 to $59,999 03
$60,000 to $79,999 04
$80,000 or over 05
(Refused / Not stated) 09

53. Have you ever personally sought help for mental health issues or addictions other than gambling? (If YES, ASK Which ones?)

No, Never 01
Drug addictions 02
Alcohol addiction 03
Work 04
Sex 04
Other (Specify)_____

_____
(DK/NS) 99

(ASK THE REMAINING QUESTION OF PROBLEM GAMBLERS ONLY)

54. Do you currently have any addictions other than gambling? (If YES, ASK Which ones?)

No, Never 01
Drug addictions 02
Alcohol addiction 03
Work 04
Sex 05
Other (Specify)_____

_____
(DK/NS) 99

55. Could you please estimate for me the total amount of money that you have spent on all forms of gambling during the past month?

None ..... 01 (CONCLUDE INTERVIEW)

$_____ (ASK NEXT Q)

56. What types of gambling activities have you been involved in during the past month? (READ LIST - CIRCLE ALL RESPONSES)

VLTs	01
Bingo	02
Horse racing	03
Lottery Tickets	04
Raffle Tickets	05
Casino games	06
Other (Specify):_____	
(Refused)	98
(DK/NS)	99

(IF MORE THAN ONE RESPONSE ASK Q.57, OTHERWISE TERMINATE)

57. Which of these gambling activities did you spend the most money on? (CIRCLE ONE RESPONSE ONLY)

VLTs	01
Bingo	02
Horse racing	03
Lottery Tickets	04
Raffle Tickets	05
Casino games	06
Other (Specify):_____	
(Refused)	98
(DK/NS)	99

Thank you for your co-operation.